



9/11 Heroes Run Race Director Guide

Run, Volunteer, Donate, Cheer...
but most of all: HONOR.

WELCOME

Heroes Run Champions,

In 2008 we hosted our inaugural 9/11 Heroes Run Event in my nephew, Travis Manion's hometown of Doylestown, PA. Since that day every year, runners, walkers and ruckers come together to honor our nation's first responders who selflessly sacrificed on September 11th and veterans who have served in the wars since. Today, the 9/11 Heroes Run has expanded to races in over 90 communities worldwide, with over 60,000 people participating in these events.

Each year, on September 11th and the weeks surrounding that date, we set out to make those who serve our communities, our country and ourselves proud. Our little race in Doylestown, PA has grown to host over 2,400 runners and nearly 200 volunteers! The spirit of honoring and remembering those who serve is absolutely contagious and is kept alive during all of the planning meetings in every town where a Heroes Run has taken root. We work hard and prepare to make our event one to remember.

Our family will never be able to fill the void that losing Travis has left. However, this event has given us an outlet to pour our love and energy into. We do it for those who have given us so much and continue to serve our country with selflessness and bravery.

The 9/11 Heroes Run is an expression of love and service that has the potential to bring communities together, help families of the fallen, inspire a love for service and support those in our own backyard who deserve our very best. Each race is a unique expression of your love, dedication, and service. Thank you all for carrying this torch. Without your tremendous hearts, the 9/11 Heroes Run would just be another small town 5K.

May God bless all of you for everything you do to make this event one to remember.

To our Heroes,

Chris Manion
9/11 Heroes Run – Doylestown, Race Director

CONTACT INFORMATION

TMF 9/11 Heroes Run Team Contact:

Jessica Gardner: 9/11 Heroes Run National Manager
Email: Jessica.Gardner@TravisManion.org
Cell: (724) 331-7263

TMF 9/11 Heroes Run Team Contact:

Ally Bailey: Athletic Events Coordinator
Email: Ally.Bailey@TravisManion.org
Cell: (757) 235-7023

Travis Manion Foundation Contact Information & Mailing Address:

Office: (215) 348-9080

TMF EIN # 41-2237951

Via US Postal:
Travis Manion Foundation
PO Box 1485
Doylestown, PA 18901

Via FEDEX or UPS:
Travis Manion Foundation
C/O 9/11 Heroes Run
164 E State Street
Doylestown, PA 18901

Open Forum Q&A Conference Calls:

We will host monthly Zoom meetings with any LRDs (Local Race Directors) interested in calling in to participate in an open forum Q&A discussion about the race planning process.

Zoom meetings will be held every weekly during race season. Day and time TBA.
(Zoom recordings and notes will be sent out after each meeting)

Private Local Race Director Facebook Page:

The private group "9/11 Heroes Run - Race Director Forum" is invite only to allow private & open discussions between LRDs only. Request to be invited or email TMF Heroes Run Team to get an invite sent to you.

Private Local Race Director Information Portal:

This private webpage will host electronic copies of all support documentation you will need during the planning, execution, and post-race reporting processes. You will need to use your Heroes Run email to log in.

The password has been emailed to you.

[.http://www.travismanion.org/guide](http://www.travismanion.org/guide)

LOCAL RACE DIRECTOR SUPPLIED MATERIALS LIST

Travis Manion Foundation will be supplying you directly with the following materials:

- Online access to digital versions of all race director documentation
- Budget Support - TMF will cover all basic race related expenses upon approval
- Marketing Materials
 - 4"x 6" location specific race flyers (to be printed locally)
 - 11"x 18" location specific race posters (to be printed locally)
- T-shirts
 - Participant Race T-Shirts (Adult S – XXXL, and Youth medium and large only!)
 - Volunteer T-Shirts (Adult S – XXL, will be sent in predetermined specific size/quantity shipments)
- 9/11 Heroes Run race bibs
- One start/finish line race banner (to be printed locally)
- Gold, Silver, and Bronze place medals –
 - Larger races (over 200 runners) will receive 66 medals: 22 gold, 22 silver, and 22 bronze medals total. Enough to cover:
 - Top 3 male and top 3 female overall run winners (6 medals)
 - Top 3 male and female winners for 9 different age brackets (54 medals)
 - Top 3 male and 3 female GORUCK winners (6 medals)
 - **Top 3 overall finishers CANNOT also win in the individual age categories)**
 - Smaller Races (less than 200 runners) will receive 42 medals: 14 gold, 14 silver, and 14 bronze medals. Enough to cover:
 - Top 3 male and top 3 female overall run winners (6 medals)
 - Top 3 male and female winners for 5 different age brackets (30 medals)
 - **Top 3 overall finishers CANNOT also win in the individual age categories)**
 - Top 3 male and 3 female GORUCK winners (6 medals)
 - Top 3 male and 3 female Wheeled Division (12 medals-Rider and Pusher)

*Note: Wheeled Divisions are not at all race locations
- Website: A specific race webpage within www.travismanion.org/911-heroes-run to display and communicate all your race details
- Online registration & peer-to-peer fundraising pages
- Race Insurance
- 9/11 Heroes Run specific email address for communications (ex: location@911heroesrun.org)
- Communication & support throughout the entire process



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GETTING STARTED

1. EMAIL ADDRESS:

- Each Race Director will be assigned a @911heroesrun.org email address. All communications will filter to this email account from any local participants and it is YOUR responsibility to be answering your local inquiries.
- To access your account go to www.gmail.com and type in your username: yourcity@911heroesrun.org and your password which you will receive directly from the TMF 9/11 Heroes Run Team
- **Check emails daily!** All participant & pertinent info/updates will be emailed to this account. If you would like to have a forward set-up to a personal email, please contact Ally Bailey.

2. WEBSITE: Each race will also have its own website page within the host 911heroesrun.org website. Simply visit www.911heroesrun.org and then select your race location. It is your responsibility to communicate anything you wish to have displayed or updated. These pages will include, but are not limited to:

- Date & time of race
- Race location
- Registration costs and options
- Distance(s)
- A link for participants and volunteers to register online
- A link for participants to donate and engage peer-to-peer fundraising
- Packet pick-up details
- Any other info that is important to display about your race
- Local sponsors
- Post-race details (ex: race results, photos, etc...)

3. REGISTRATION: Your online registration platform will be initially built & launched by the TMF Heroes Run team. It will be pushed live when you solidify and provide your race date, start time, and race location to the TMF Heroes Run Team.

4. PRICING: Races will follow the standardized pricing structure below.

Opening through July 31st @ 11:59pm:

5K - \$30, 1M Fun Run/Walk - \$20, Family 4 Pack - \$100, GORUCK - \$35, GORUCK 4 Pack - \$115

August 1st through August 20th @ 11:59pm:

5K - \$35, 1M Fun Run/Walk - \$25, Family 4 Pack - \$115, GORUCK - \$40, GORUCK 4 Pack - \$130

August 21st through end of online registration:

5K - \$40, 1M Fun Run/Walk - \$30, Family 4 Pack - \$130, GORUCK - \$45, GORUCK 4 Pack - \$145

5. PICK A DATE, TIME, AND LOCATION:

- Select a weekend as close to 9/11 as possible
 - If necessary, the other weekends within September are acceptable but not preferred
 - Research what other events are already scheduled in your community to help determine the best date and see which date is most favorable.
- Select your race location
 - Consider existing and certified road race courses in your area. There is no need to reinvent the wheel if you do not have to!! Research race courses already used throughout the year in your community and reach out to the organizers of those races to get direct information on the pro/cons of the course and who/where/how to permit the course efficiently
 - Adequate parking and safe accessibility from parking to starting area (do participants have to cross major intersections and thus require traffic control assistance? Etc...)

GETTING STARTED (2 of 3)

- Course Design – IF you are considering creating your own course, www.MapMyRun.com will help you determine exact distances. You can also use Gmaps pedometer at <https://www.gmap-pedometer.com/>.
 - Please ensure your distance is a 5K distance, 3.1 miles. Site selections work hand in hand with a safe course configuration, so keep in mind spectators and try to avoid:
 - Narrow lanes at start
 - Abrupt and/or sharp turns
 - Busy streets and intersections
 - Make course markings visible-volunteers using signs, cones, neon ribbon, etc...IF your course is an "out & back", then the turn-around point must be marked well!
 - Water stations – runners appreciate at least one water station throughout the course. At minimum, ample water/ hydration must be available for runner at the finish line.
6. **PERMITS:** This can be a very time-consuming and potentially expensive, as it typically involves government or city administrative work, so start early to ensure procurement, as any delay may result in you losing your location to another event. **Apply as soon as you have your date and time selected!**
- Once you have determined your date, time, and location, contact the necessary city officials to determine the approval and permitting process.
 - You'll most likely need approval on anything from location/venue, road closures, noise, event, food service, law enforcement, medical, etc...just ask your race timer, city officials, other race event directors, etc...they are all usually very helpful in sharing processes information and it can be the most efficient method to streamline your permitting efforts.
 - Some permits may require you to have insurance prior to applying for the permit - this is okay, simply apply for the insurance ASAP as to not hold up the permitting process.
7. **INSURANCE:** You cannot have a race without insurance! TMF will pay all costs but YOU will be responsible for actually applying online via the step-by-step instructions below on Road Runners Club of America at <https://www.rrca.org/my-account/>. Insurance provides protection for the policyholder (each race location/TMF) against claims of bodily injury, property damage liability, and the litigation costs to defend such claims should they arise. Please refer to the Race Application Instructions on how to apply for insurance for your race. You can find them on the Race Director Guide page .<http://www.travismanion.org/guide>
- List your race on www.rrca.org/events/find or on <https://runningintheusa.com/>

GETTING STARTED (3 of 3)

8. **RACE TIMING:** You are NOT allowed to time the event yourself or rent the equipment necessary for your volunteers to use - you **MUST** use a contracted company.
 - Pricing: Research local race timing companies and then solicit quotes to review with the TMF Heroes Run Team prior to signing contract. The typical common practice is a fixed flat fee + a per runner quote...they then will typically offer a la carte options for additional services. Be careful with including “race management” as an add-on service, as this gets very expensive, and the overall race management responsibilities fall on the race director.
 - Expectations: your timing company should be involved or responsible at the very least the following:
 - Matching timing chip with the provided TMF branded race bib registration and assist at your packet pick-up party(s)
 - Fast and accurate on-site finish time results and age category awards list available immediately for your award ceremony
 - Post online race time results to their website
 - Provide a link for results so we can post it on the 911heroesrun.org recap page
 - Visual time clock and staff to help collecting their tags as racers finish
 - Consult in formation of race course
 - Set up starting line and finish line safety parameters
 - Assist marketing your event on their website and database
9. **MEDICAL INFO:** Each race must have certified medical personnel present! On-site medical assistance is required. Medical teams should be prepared and properly equipped to treat:
 - Heart Attack, Stroke, Heat/Weather related illness, Broken bones, Cuts, Minor Scrapes/Abrasions/Allergic Reactions
 - Professional medical personnel must be present with all necessary medical equipment. A medical kit manned by a volunteer is not sufficient.
10. **LOCAL COMMUNITY BENEFACTOR:** Only grandfathered race locations are eligible to continue their existing local community benefactor partnerships. No new partnerships will be approved outside of the already approved nonprofits for returning locations. New race locations joining the roster this year will not be granted local community benefactor partnerships opportunities. 100% of new race location proceeds will support Travis Manion Foundation's programs. Existing Community Benefactors will be paid out **ONLY** if your race nets a profit after all overhead has been taken out. Any race that does not net a profit will **NOT** receive a check.



BUDGET

Travis Manion Foundation will cover all race execution related costs. All major expenses and contracts must be approved by the TMF Heroes Run Team in advance. Please keep in mind that this is a charity race series so the more expenses tallied, the less money goes to support and assist military veterans & first responders!

Hosting and executing a basic level 5K race costs approximately \$7,000.00 - \$12,000.00 depending on the size, location, and community participation so it is extremely important to remember not everything has to be purchased! Before buying anything, first try to solicit as much as you can as In-Kind Donations! You will be pleasantly surprised how willing companies and businesses are to donate materials and services to a cause. Ask if businesses offer a nonprofit discount! If your purchase is over \$500 and has not been approved previous years, please get approval from Jessica Gardner prior to purchase.

All expenses will require a "[PAYMENT REQUEST FORM](#)" to be filled out and submitted to the TMF Heroes Run Team for payment. All forms require an accompanying receipt, official invoice, or contract showing cost, and are subject to being denied for payment and/or personal reimbursement if they do not fall within race related proper expenses. Some small personal expenses may need to be incurred upfront, which can be reimbursed through the approved payment request form. These may be small purchases such as poster board for course directions, pens for registration, etc... Personal reimbursements will not be processed without a receipt or invoice – No Exceptions!

Any contract exceeding \$500.00 will require a W-9 from the business along with the contract/invoice (W-9's are a 1 page document ALL businesses hold, so they are extremely easy to request and obtain)

Attention: All final invoices, and reimbursement requests MUST BE SUBMITTED to the Foundation by November 1st. If they are not RECEIVED by this date, you may FORFEIT THE OPPORTUNITY FOR REIMBURSEMENT!!!

SPONSORSHIPS & IN-KIND DONATIONS

Sponsorships provide opportunities for donors and community partners to support your race while receiving public recognition and other benefits. TMF will provide you with all necessary official sponsorship documents.

Please refer to the linked [insert page here] to obtain all necessary information and attachments needed to properly submit Sponsorship requests. Should you have any questions regarding your sponsorship application or proposal, please contact the TMF Heroes Run Team directly for assistance. Once submitted, please log all donations and requests according to the instructions below. Thank you!

In-Kind Donations (donations of goods, services, or facilities)

- In-kind donations are NON-MONETARY donations: Examples include food or drink, starting line or finish line infrastructure, packet pick up location, items for race packet bags, tents, barricades, etc.
- **IMPORTANT:** In-kind donations, despite being non-monetary, are a major revenue source for TMF and should always be properly recorded and acknowledged! Please fill out the attached [In-Kind Donation form](#) with the donor, make a copy for them, and send the original copy to _____. These forms will be integral to sponsorship tracking & thanking the donor.
- Please use the linked [insert sponsorship log here] as you obtain in-kind donations. This helps the TMF Team track sponsorship opportunities and store our application records.

Sponsorship/Monetary Donations (cash/check/credit card)

- There are many different ways to approach sponsorship relationships with potential funders. In addition to submitting sponsorship requests via a potential partner's online donation portal, we welcome you to use the attached "[LOCAL SPONSOR SOLICITATION LETTER](#)" to solicit sponsorships for your race as a base template for initial communications. Feel free to alter the wording to make it more personal to your location.

As you receive donations, whether in-kind or monetary, please **communicate them immediately to the TMF Heroes Run Team** so that we can be prepared to receive them at the office. It is imperative that all donations and sponsorships are turned in with a COMPLETED [SPONSORSHIP PLEDGE FORM](#) so that your race is credited with the contribution. Also, please DO NOT hold on to sponsorship checks - send them directly to TMF headquarters (P.O. Box 1485, Doylestown, PA 18901) as soon as they are received. Thank you!

BUILD YOUR TEAM AND SETUP FOR SUCCESS

Create a team that will be able to support you and follow your direction. Recruiting, coordinating, and instructing volunteers is the most important factor in executing a safe, enjoyable, and organized event! Consider developing the following levels of volunteers to support you as the local race director:

1. **Local Race Director (LRD) - YOU**

- Directly reports to TMF Heroes Run Team and acts as the sole point of contact for all communications to and from the Foundation
- Manages, directs and oversees all details of the race. Has final say for local race over all other local volunteers.
- Negotiate all terms for race vendors (ex. port-a-potties, location, sponsorships, etc.)
- Thank you notes - While TMF will send thank you notes, as the local race director, you should also send personal notes to your committee, volunteers and sponsors.

2. **Co-Director(s) (not required, but helpful)**

- This position will work directly with the Race Director, will be able to answer a majority of questions, and will back up to the Race Director in case of emergency.
- Duties: Reports directly to LRD, duties are assigned by LRD, and they assist the LRD in race planning and management, research race locations, manage volunteers, manage social media sites, assist with thank you notes, etc.

3. **Committee Members** -These are people whom you can delegate "categories" of responsibility to. Below are some suggestions but you can adapt various committees as you see fit according to race size, location, etc...

- Assume accountability for delegated responsibilities handed out by LRD
- This should be a small team of people (5-10 or more if you wish) that will have input in regards to race details who will work with the LRD throughout the whole planning period via committee meetings, assisting in task management, etc.
- Work as the main POCs for smaller delegated committees and managers on race day. As a start, we recommend forming the following event committees:
 - **Sponsorships** – responsible for coordinating with local businesses, vendors, etc. to secure donations of time, goods or services, or money for your race.
 - **Marketing** – responsible for spreading the word about your race through print media (flyers, posters, etc.) and social media (Twitter, Facebook, Blogs, etc.) and broadcast media (TV, radio).
 - **Medical logistics** – responsible for coordinating with local EMTs, athletic trainers, etc. to ensure sufficient medical staff will be on hand and properly prepared.
 - **Registration Manager** – responsible for dealing with race-day registrations. This is a very important committee and should be comprised of at least 2 people.
 - **Start Line/Finish Line/Course Managers** – responsible for ensuring start/finish lines and race course are clearly marked, safe, etc. and that runners are properly lined up.
 - **Volunteer Manager** – responsible for managing volunteers and directing volunteers to where they are needed.

4. **Volunteers** – Unless you ask, you'll never know what people will do to help. Reach out to them. They want to be involved, most people simply don't know where to begin. This might be a person's only opportunity to give back to our heroes and you're the one that presented them with chance to do so.

- You will need to specify a large number of volunteers to execute the event- we recommend between 30-40 (more if your race is larger than 250 runners)
- Volunteers will be responsible for manning all running aspects of your race such as water stations, registration, start/finish lines, parking, crowd control, etc...
- Tap into your local resources, groups that are looking for volunteer hours, high school groups, etc.
- Include the police, fire departments, and local military units in any capacity. Their presence only will help to ensure success.
- **ALL VOLUNTEERS WHO DO NOT REGISTER VIA IYR MUST SIGN THE FOUNDATION VOLUNTEER WAIVER FOR SAFETY & LIABILITY**
- **Volunteer shirts are guaranteed for those who register by the deadline, and any additional are first come, first served**

MARKETING

Local Marketing: As our Local Race Director, we look for you and your volunteers to focus on the local level marketing.

1. TMF will provide:

- 4"x 6" location specific flyer design (printed locally) to leave behind at business, hang on community boards, flyer other 5K events, etc...
- 11"x 18" location specific posters (printed locally)
- Electronic layouts of all materials for use in online marketing
- Press Release

2. Advertising suggestions for you to seek locally

- Radio stations: Contact local radio and forward a press release and/or race event details. Suggest an interview about the race closer to 9/11 (majority of local stations will be looking to do specials near the 9/11 anniversary)
- Television outreach: Utilize the press release included in this LRD Guide to inform the local television stations about the 9/11 Heroes Run. Ideally your press release should identify the mission of Travis Manion Foundation, the 9/11 Heroes Run, and any Local Community Benefactor. Be sure to list the date, time, and location of the run, along with your contact info. Your press release should be submitted to local TV networks approximately 1 month prior to your event and again 1 week prior. Check your local stations websites and look for contact info on who to reach out to.
- Print media: Contact all local media including local magazines, community newspapers, city newspapers and outlets that keep the public informed about upcoming local events and forward press release or digital version(s) of marketing flyers/posters.
- Retailers/Restaurants: When approaching a business for this type of sponsor, create a relationship that allows you to have flyers or posters at their location.
- Running Blogs and Clubs: Research and find out the POC/President at local running clubs or blogs – contact them and send them the <https://www.travismanion.org/about-us/who-we-are/> link to share with their club members
- Free online race listings and prints: Research local racing magazines and websites to post your race information on. Typically, these forms of media are free for listings and our participants will search this avenue for 9/11 events or even just casually to see if anything catches their eye.
- Social Media: Post info about event on your personal Facebook, Twitter page, or Blog and if your town has a facebook group post it there as well.

3. Go Grassroots

- Guerilla marketing at other races prior to 9/11 - Create a list of all local 5K races that are happening around your area and designate 2-5 volunteers (depending on the size of the race) to attend the event and pass out flyers to runners (these volunteers can also make note of what vendors, sponsors, donators are around that you could possibly add to your list...)
- If you have 9/11 Heroes Run t-shirts from a previous year, we encourage you to wear them while marketing –wear them to the gym, while doing errands, etc.

4. Send out emails & start social media

- Email your network of friends and co-workers to help spread the word. You may forward emails sent by the foundation if you provide additional information about your own race. Always be sure to double-check all hyperlinks.
- Managing your social media

Creating a Facebook Event for Your Race

- *Make sure you're creating this event as your race page, NOT your personal FB page*
- Go to your Race page, then hit Create > Event > In Person
- Make the name of the event recognizable and simple. Ex. "[9/11 Heroes Run - Salt Lake City](#)"
- Add the FB cover linked above
- Add the date and time of your race
- Add a description
 - We suggest you use copy similar to what's in the description of [this event](#)
- Add [TMF](#) as a host/collaborator to add authenticity
- [Extra information on editing events](#)

LOCAL RACE FACEBOOK PAGES

Step 1: Creating a Facebook Event for Your Race

- Go to the “event” tab on Facebook found [here](#) and click “create new event” (be sure to select your race page and NOT your personal page when creating your event)
 - Make the name of the event recognizable and simple, ex. “[9/11 Heroes Run - Salt Lake City](#)”
 - Add a cover, date, time, and information about your race
 - Add [TMF](#) as a host/collaborator to add authenticity, TMF’s page will accept your co-host request
- Grow event awareness
 - Pin the event to your race page (directions on pinning posts can be found [here](#))
 - Invite followers or page members to the event
 - Share on your personal page to encourage friends to view and share

**don’t have a Facebook race page? Reach out to Jessica Gardner at jessica.gardner@travismanion.org to get your set up.*

Step 2: Determine Frequency of Posting

- TMF begins posting about the 9/11 Heroes Run at the end of May or early June
 - Follow along to see how often they are posting registration links, stories, and sales and re-share on your page

Step 3: Determine What to Post on Your Page

- CTAs (call-to-action)
 - Include registration links to your posts
 - Re-share TMF’s 9/11 Heroes Run posts that encourage registrations
 - Share any discounts or specials TMF is running
- Engage Audience
 - Ask questions to engage followers
 - How many years they’ve been running, why they run, who they run for, etc.
- Thank Sponsors
 - Post shout-outs to your sponsors and charity partners
 - Share information about your sponsor and post their logo, thank them for their support
- Spotlight Runners
 - Post pictures, stories, and/or quotes from local runners
 - If they’ve been running the Heroes Run for several years or have a unique story, that is a great thing to share with your community

Step 4: Community Management

- Check direct messages and comments on your page often
 - Answer participant questions in a timely manner and interact with any positive comments on your posts
 - Any questions not covered in the FAQs can be directed to TMF’s Heroes Run team

Best Practices for Growing Your Community

- You can build a community for your page by doing the following
 - Invite your friends to like your page
 - Re-share your event page often
 - Like and follow all of the 9/11 Heroes Run sponsors' pages, local sponsor pages, and charity partner pages
 - Include the links to your Facebook page in all emails about the 9/11 Heroes Run and in your local press release

Posting Pictures on Your Page

- Only use engaging, high-quality Heroe Run pictures
 - 2022 9/11 Heroes Run pictures can be found [here](#)

Helpful Links

- TMF
 - 9/11 Heroes Run website: www.911HeroesRun.org
 - Travis Manion page: www.TravisManion.org
- Facebook
 - [Updating your Facebook race page](#)
 - [Editing your Facebook event](#)
- 9/11 Heroes Run Digital Assets
 - Profile picture and cover photos can be found here
 - [TMF's 9/11 Heroes Run Flickr page](#)

TIPS FOR PITCHING LOCAL MEDIA

We have included a template press release, radio spots and video PSAs for you to use to garner media coverage in your local area. The template press release has designated spaces for inserting local race information. You can add additional information, such as special local guests and any important logistical information, but keep in mind that you generally do not want a press release to run longer than one page.

Tips for Contacting the Media:

- Using the included template, create a press release with your local race information. Plan to reach out to local media at least one month in advance of the event.
- Identify the outlets in your local community that you would like to contact. Local newspapers, radio stations, TV stations and online media are always looking for news. Don't forget to add local blogs and relevant local influential people to your list.
- Visit the publication's website to try to locate a reporter who specifically covers community events/news or call the front office and ask for a contact. Usually, you can locate a direct email address for reporter. If you can't find a reporter, try to locate an editor. It is always better to contact a reporter or editor directly instead of emailing your information to a general news@xyz.com email. If you can't find direct contact information though, a general email address is better than nothing!
- Send a short, personalized email to the reporter and include your local press release or radio PSA as an attachment, or copy and paste it in below the message. You can send it from your 911heroesrun.org email or personal email. Be sure to introduce yourself, give a short description of the event, and tell them why this is an important local event for their audience. You can send the same email to multiple outlets, but the more personal the email is, the more likely they are to pay attention to it.

Here is an example:

Good afternoon <insert name>,

On <date>, Travis Manion Foundation, in partnership with local volunteers, will hold a 9/11 Heroes Run in <location> to support first responders, military personnel, veterans and survivors. With the anniversary of 9/11 around the corner, I want to invite you to attend in the race and interview our team about the Foundation's mission to remember our nation's fallen heroes.

Each year, Travis Manion Foundation, a non-profit organization founded in honor of fallen hero 1st Lt. Travis Manion, USMC, hosts the 9/11 Heroes Run 5K race series to bring communities together to remember the events of Sept. 11th.

This year, there will be more than 90 races across the country and we will host one right here in our community. Below, please find a press release or :15 and :30 second radio spot scripts, or [YouTube links](#) with all of the event details. If you're interested in covering or attending the run, please do not hesitate to contact me. As the local Race Director, I would be more than happy to speak with you and do an interview. To learn more about the 9/11 Heroes Run, you can visit www.911heroesrun.org.

Thank you for your time, and I look forward to working with you.

<Signature with email and cell phone number>

TIPS FOR PITCHING LOCAL MEDIA (2 of 2)

- Remember radio and TV are looking for different things. While a press release or a quote might be sufficient for print media, radio and TV media want interviews. Attach the press release so that the TV or radio station have the event details, but also be sure to suggest an interview in your email so they know you are available and willing. Don't forget to send YouTube video links and/or radio spot scripts - this is an easy way for them to promote your race and fill time.
 - Be sure to follow-up with the reporter if they reach out to you. Often reporters want a quote from the Local Race Director or someone at your charity partner organization. If they do not follow-up with you, try calling them to confirm that they received your email. Reporters like to be contacted and because they get so many emails, they could have just missed yours.
 - Some news outlets also have local event calendars or sections where users can post news or events. Utilize these community forums if they are available to you and post your press release to them.
 - If you have TV outlets or newspapers who let you know they will be attending the event on race day, it is ideal to assign a volunteer to media relations. Provide the reporters with a cell phone number and a meeting place so that someone can show them around and identify any key people at the event that they may want to interview.
 - Don't get discouraged! It can be tough to get media coverage – remember, it is full time job for some people. The more outlets you pitch to, the better chance you have of getting coverage.



RACE DAY

"I make sure I am the first one to show up. I don't want people to park or set up things where they're not supposed to...preparation is key because once the gun fires, it has a life of its own"

-Dave McGillivray, Race Director – Boston Marathon

Race Day is all about the details – and there are A LOT of them!

For your convenience, here is a checklist of race day items you may need for your event. You will need to ensure you have these, they will not be provided for you by TMF.

First Aid Kit	Caution Tape
Safety Pins	Stop Watches
Cash Box & Petty Cash	Race Bags
Clip Boards	Extra T-shirts
Registration Folders (per distance)	Top Finisher Medals
Check-In Lists	Foundation Flyers
Registration/Packet	Paper towels
Pick up Tent Signs	Trash bags
Blank Bib #'s	Mega phone(s)
Sharpies	Generator
Day-of Registration	PA System/Mic
Forms & Waivers	Extension Cord
Pens	Duct Tape
Highlighters	Rope
Tables	Lap Top
Tents	Hot Spot
	Scale



TIPS/Reminders of what TO and NOT TO do based upon participant survey feedbacks:

- Start on Time! Opening ceremony times should be listed on the webpage and the actual race start time needs to be stated and adhered to!
- Mark course clearly! Many runners complained that the courses was not marked and if there is a turnaround point, mark it well!
- If course is a cross country course (aka not on pavement, cement, road) or on a beach, etc. it needs to state that on the registration page!
- Awards need to be x amount of time after the start of race (an hour?) and stick with it. Many people complained about this and many left!
- Make sure the course is a 5k ... 3.1 miles exactly!
- Water stop on course! - There **must be at least one** water point on the course where water is available.
- Sound System – please make sure you have adequate means to speak to the crowd and hold opening ceremonies.
- 1 mile fun runs for the locations – make sure if you have a 1mile that they are separated from the 5K runners and start after or before the actual 5K. Make this clear and concise.
- Advertise with and invite local law enforcement, first responders, fire departments and military.
- Have a Facebook page for your race!

RACE DAY REGISTRATION

Offering registration on race day is optional. It is your call on whether you would like to offer this opportunity. Let the TMF Heroes Run team know so that we can post it on your webpage so participants are aware.

Race day registrations can be extremely overwhelming, but it can significantly increase the number of participants you have. Please encourage all participants to register using the IYR kiosk, if available. Paper registration is a LAST resort. As a precaution, you must be prepared with several volunteers equipped to handle on-site registrations along with a plan with your race timer. This means you must have extra forms, pens, clipboards, etc. on hand and ready to go. Pre-registered runners may decide to leave your event if the start time is delayed too much due to an overwhelming number of race-day registrations. Keep this in mind and have a plan in place for how to deal with race day registrations and start times. Make sure to have planned out how to match these runners with timing appropriately – Work with your Race Timer prior to race day to strategize accordingly...you can potentially get up to 30% of your participants registering on race day!

1. All pre-registered runner shirts must be pulled PRIOR to race day. Those who register on race day or after the online deadline will get their shirts on a first come, first served basis. Only those registered before the deadline are guaranteed a shirt in their size.
 - Prep all pre-registered runners prior to race day by pulling their shirts and putting them in their packet pick-up bags this will ensure all runners get their requested shirts while giving you an exact count of leftover shirts available for race day.
2. It is extremely important that on race day, you or your volunteers document separately registration money vs. additional donation money.
3. In some locations, you will have a capacity limit for your race. In the instance that you reach capacity of runners from online registrations, please notify the TMF Heroes Run Team, so the website can be updated.
4. If you have same day registrations that refuse to register via the online platform, please enter them manually into the registration platform. If you take cash, please indicate this when registering them. This form not only includes all runner contact & emergency contact info but more importantly includes a waiver that protects TMF and you from liability associated with race injuries, property damage, etc.
 - This is a last resort.! Please push ALL participants to sign up through the registration site!



RACE DAY EXECUTION

1. **Weather:** Your race should go on as planned at all costs. You will be responsible for monitoring the weather prior to and up through the day of the race. As race day approaches and weather forecasts become more reliable, you may need to make adjustments such as, but not limited to, adding more water stations, alerting medical team to forecasts so they can bring additional supplies, personnel, etc. As this race series is conducted in early September, the possibility exists for not only extreme heat conditions but also for lightning. IF you feel this may be a real possibility for your run, please communicate with the TMF Heroes Run Team ASAP to discuss the scenario.
 - Extreme Heat: The chances of heat exhaustion, heat stroke, and moderate to severe dehydration increases dramatically as the temperature rises. As a result, you must be mindful of the weather forecast leading up to race day and plan accordingly. If extreme heat is predicted, you should plan to advise runners in the days leading up to the race to keep themselves properly hydrated. Ample water stations should be available at the race site and runners and spectators alike should be encouraged to hydrate during and after the race. On-site medical personnel should be prepared and equipped with proper supplies to treat any heat-related illness.
 - Lightning: You should pay special attention to any race day forecasts involving thunderstorms. Any thunderstorm in the area of the course within 1 hour of the start of the race is potentially dangerous and should be considered as such for runners and spectators. As a result, you will be responsible as the race director to make a judgment whether your race should go on as scheduled, be delayed until the storm cell has passed, or be cancelled/postponed
 - Delay vs. Cancel: If at all possible, your race should continue as scheduled. If you foresee questionable weather, feel free to consult with your race timing company, as they often may have experience with this situation.
2. **Rental items:** May be needed if you cannot get these items donated initially and may include the following:
 - Tables for registration, TMF and local charity information area, check-in, first aid, race timing, etc.
 - Barricades: Should be provided by your Race Timing company or even event location for crowd control however, if they are not, determine how many (if any) barricades you will need to corral runners at your start and/ or finish line
 - Alternative to barricades would be using neon-marking tape to rope off sections, cones, etc.
 - Restrooms: each race will be required to have restrooms unless your location has permanent ones in place already – if you are unsure of how many portable restrooms you may need, however the best way to determine need is to discuss directly with the portable restroom contractor.
 - Inclement weather/tent coverage: Be sure to have canopy coverage if possible for registration, medical and/or food stations.
 - Sound System: If your race location allows, please be sure to secure a sound system that will adequately cover the area of your race start/finish, vendor area, and restrooms. People want to hear what you have to say and yelling doesn't work!
 - Start/Finish Line Infrastructure: Each race will be unique to its own start and finish line. Many times your race timer will provide this and we encourage you to have them take care of it.
 - Examples of infrastructure for start and finish: metal light truss, scaffolding, nature (trees), ladders etc...
 - You will be receiving a large start and finish banner that will need to be hung.
 - The bottom of your banner will need to be high enough to ensure that everyone will clear underneath
 - Items to have on hand for securing the banners: zip ties, rope, nylon rope, etc...
 - In cases where it is raining or extremely windy, cuts will need to be made in the banner to allow wind to pass through. Do not make these cuts until closer to the race and the weather is confirmed.
3. Race T-shirt etiquette ****WARNING: Just because a runner does not show up on race day does not mean that they will not be reaching out and requesting their t-shirt, so do not give their shirt away to someone requesting a different size****
 - a. ONLY PRE-REGISTERED participants are guaranteed a t-shirt in the size they signed up for - This means that prior to race day, you will be responsible for pulling inventory for pre-registered runners and ARE NOT allowed to give runners different sizes than what they signed up for! The inventory we send is exact to registration requests with the extras to account for last minute runners in a random assortment of sizes.
 - b. Race day/last minute registrants are NOT guaranteed a shirt and will only be given a shirt in a size that is pulled from the extras issued to you. Stand strong on this as runners are made well aware that they take this risk by waiting until last minute!

RACE DAY: PRE - MAIN - POST

There are 3 major aspects to race day – 1) PRE-RACE, 2) MAIN EVENT, and 3) POST-RACE....

1. **PRE - RACE:** This is where you prep for welcoming all participants and supporters, vendors, make sure the course is safely marked, set up signage, get day-of registrations, etc...Delegate!
Race Day Area Management: The following areas are key race aspects and should have a volunteer manager, preferably a member from your race committee, overseeing and responsible for smooth execution.
 - Descriptions of potential managers:
 - Parking - Make sure that your race location has enough parking for your estimated amount of participants and make sure to let the TMF Heroes Run Team know if parking is not immediate to your starting area so that it can be noted on your website. If necessary, have parking attendants. If the location is confusing be sure to have directional signs for your participants and plenty of volunteers to help guide.
 - Vendor "Village" or expo area: This area is a space where local businesses can set up tables for participants to peruse before and after the race, and another area that you can gain monetary donations.
Charge each vendor a fee to be a part of the Village as listed in the [sponsor doc](#). If you choose to waive this fee for a vendor because they will be giving away a lot of product that is ok...just be sure to get an amount of how much the product given away was worth to account in your in-kind donations log.
 - Preferably each vendor should have and provide a tent and table for their area (average tent size 10ftx10ft).
 - Examples of vendors for your area can be: Massage therapist who give quick teaser massages, local bakery with muffins or fruit to hand out, hair salon that offers free head massages, running store, local restaurants, energy drinks, etc.
 - Ask your Vendor Village sponsors to donate a coupon or something of value to your race day goodie bag
 - When recruiting businesses for Vendor Village please use this [Pledge Form](#)
 - Registration - Have 1 main POC for this area, this person should also manage any packet pick-ups that happen before race day. Consider having one POC for pre-registrations and one POC for any day-of registrations and remember, If you have race day registration these participants are not guaranteed anything except participation, so be careful not to pull materials that are guaranteed to pre-registered runners.

Starting Line: 1 manager that will ensure the following is completed (Remember that each race is unique so something in your area may be different but these are generic examples of what your manager for this are may be doing.

- Set up of starting line infrastructure
 - Hang TMF Banner
 - Ensure race timers are in place and set up
 - Ensure the area where runners will be starting is clearly marked
 - Follow the dedicated timeline for an on-time start and all corresponding wave starts
 - Break down of starting line
-
- Finish Line: 1 manager that will ensure the following is completed
 - Set up of finish line infrastructure & hang TMF Banner
 - Ensure the area where runners will be crossing the finish is clearly marked
 - Ensure race timers are in place and set up to capture finish times
 - Work with timing company to collect all race timing devices as finishers cross
 - Hand out finishing medals to runners
 - Breakdown of Finish Line



RACE DAY: PRE - MAIN - POST (2 of 2)

- Opening Ceremony: This should be something you and your committee create together to make your race unique. It can be very elaborate or very simple, but at the very least it needs to include:
 - Welcome Statement (write yourself)
 - Opening Ceremony on behalf of the Foundation (this will be supplied to you in August)
 - Moment of Silence
 - Guest of Honor speech(s)
 - Mention and thank all the national sponsors and any local sponsors
 - Rules regarding the race
 - National anthem
 - NOTE: Your opening ceremony should start PRIOR to the time advertised as your race start time (Ex: race starts at 8am, then your opening ceremony should start at 7:30am or 7:45am...and this time will also be noted on your website for participants)
- Closing Ceremony/Awards: This does not need to be extremely formal if you wish but racers will expect prizes for winning.
 - Thank everyone for coming out and participating
 - Announce awards
- TMF space: 2-3 volunteers always present at this location and should be very knowledgeable about the foundation. Please have them visit both WWW.TRAVISMANION.ORG and 911heroesrun.org to review news, history, personnel, etc.
- Photography & Video Management- Designate one volunteer/committee member to be your POC for your photographer, or in some cases the photographer themselves! Handheld digital cameras capture great pictures too...and don't be afraid to use your smartphones to take some video clip!
 - If you use a professional photographer it is imperative that the contract states the Foundation has full access and rights to all the pictures and proofs – we will give them proper recognition, but the Foundation must be able to own the pictures. Please let us know in advance if you will be using a professional photographer.
 - Email the TMF Heroes Run Team with the link to your photos to be posted on your race website, or add link to the Airtable form sent to you by the HR team.
 - You should upload all photos and videos to your Facebook page for your followers to access
 - Suggested list of photography moments to capture. We are looking for captivating and inspiring imagery



- Check-in / Registration
- Opening Event
- Special Guests (if applicable)
- Start of Race / Starting line
- Marines / Soldiers / First Responders in boots
- Cheering fans with flags / being patriotic
- Teams / Families / Groups all together and/or all running in their 9/11 Heroes Run race shirts
- Volunteers helping Runners in 9/11 Heroes Run branded T-shirts
- People in uniform (Fire, Police, Military)
- Finish Line / Racers finishing
- Speeches / Remarks
- Awards Presentation
- After-event / Social gathering
- Photos / Headshots of Race Directors / Key volunteers

POST RACE REPORTING REQUIREMENTS

2. **MAIN EVENT:** Make sure the water stations are ready, volunteers are in their assigned areas and know their tasks, and there is no confusion along the course. Make sure the medical area is clearly marked in case of any injuries. Make noise, especially at start and finish; it is awkward to run in silence, so implement cow bells, bull horns, noisemakers, music, and plenty of cheering.
3. **POST-RACE:** Make the finish line area fun! Look to have music, entertainment, refreshments, etc...help participants and supporters celebrate finishing. Don't underestimate the cleanup effort required for breakdown. Make sure you have enough volunteers to help you – you can even consider signing up a team of volunteers specifically to show up at the end to help with this task.

The information that we will be collecting from you within the first 48 hours of race execution is just as important as the actual race! Without proper post-race reporting, there is no way for TMF to review, evaluate, and grow the race series properly. With that said, it is super important that prior to race day, you prepare yourself (or designate a volunteer) to make sure all the following are ready to be tallied. We have worked to make this as easy as possible for you by creating templates that just need to be populated.

1. **Timing results:** Your timing company is responsible for sending you a link to all race timing results, a hard copy document of race timing results, and returning any race related documents including registration forms. As the LRD you are responsible for providing this information directly back to the TMF Heroes Run team within 72 hours of your race completion. We will send you an Airtable form that you can add the results link to.
2. **Image upload:** Whether you have a professional donate their time or you simply designate a few volunteers, we want to see pictures of your event to post on the website, use for future marketing materials, show national sponsors, and much more! There is a suggested list of "race moments" that TMF would really like captured at the very least so please review and let your photographer know.
3. **Participation numbers:** One of the most important, if not the most important data needed to be collected for your race! Please make sure that you are able to supply TMF Heroes Run team with the required participation numbers. Please make sure you document the bulleted numbers below for end of year reporting.
 - Run: how many total people ran in your race? – Registered? Non-registered?
 - Volunteer: how many people helped you with your race? This includes all people whether they only helped you out one day for one hour, or whether they helped you out from the second you signed on to the second you finished post-race reporting.
 - Donate: Total dollar amount of in-kind donations received on race day and/or leading up to it.
 - Cheer: we do not expect you or your volunteers to count the exact number of people who show up to your race to support runners, so this number is your best estimate of the crowd
 - Honor: Total number of run+cheer+volunteer = honor

This form will be sent to you via email. Please fill out the Airtable form after your event wraps up.

4. **Invoices & reimbursements**
 - Some of these may be required to be paid in advance to your race day, that's ok! We just need to know as soon as you do! Copies of all other invoices and reimbursements will be required to be submitted in order to be processed.
 - Please use [Payment Request form](#)
5. **Race day paper registrations - ALL** paper registrations will be required to be mailed into the TMF office so that they can be filed properly. Paper registration forms are available on the guide page. Make sure your race timer returns any paper registrations, so they can be included with your accounting paperwork. You should have very little of these, if any at all.

POST RACE REPORTING REQUIREMENTS (2 of 2)

6. Local Wrap-up:
Be sure to post the following to your Facebook Page and Twitter post race:
 - All Race Day Pictures
 - A link to the race times.
 - Post thank you's to special guests and all who came out to Run, Volunteer, Donate, Cheer, and most of all Honor.
7. Thank You Notes
 - a. Anyone who made a monetary donation to the Foundation will automatically receive a thank-you note from the Foundation. All other "Thank You" notes are the responsibility of the LRD and even if a handwritten note is requested, it is a good idea to also send a handwritten note from the LRD too!
 - b. Make sure to send additional personal "Thank You" notes to parties involved who helped make your race possible - volunteers, vendors, sponsors, etc... thank you notes go a long way in building good relationships and a thank you this year to someone who only gave a little can lead to a larger participation in your race the following year!



PARTICIPANT FAQ'S YOU'LL NEED TO ANSWER

Q: Is the Travis Manion Foundation a tax-exempt, not-for-profit charity?

A: Yes, the Travis Manion Foundation is 501(c)(3) as determined by the IRS.
Our EIN# is: 41- 2237951.

Q: Is my personal registration fee to participate in the run tax deductible?

A: No, but any additional donation made on top of your registration fee is.

Q: Are the race participant t-shirts true to size?

A: All race shirts are TulTex Blend t-shirts: pre-shrunk, 65% Polyester / 35% Ringspun cotton. They typically run true to size in fit. Size exchanges are not available, so if you are unsure, we recommend registering for one size larger.

Q: Am I guaranteed a race shirt and participant swag?

A: ONLY online, pre-registered runners signed up by SEPTEMBER 1st are guaranteed a race shirt and participant swag. Inventory is first come, first served while supplies last, so we urge you to register early.

Q: Do I have to run or can I walk?

A: Walking is allowed and welcomed.

Q: Are there age limitations?

A: No.

Q: How do I register to volunteer at a race location?

A: You are able to register to volunteer at no charge directly through the registration process.

Q: Do you offer team registrations?

A: Yes. You can register as part of a team via the online registration process – after entering your name and information, simply select to add a team name (or select an already existing team name) to add to your registration details when entering your registration & payment details.

Q: Is there a military discount to participate?

A: Yes! We are pleased to offer a special rate for military and first responders.

Q: Can I get a refund on my ticket or donation if I decide not to participate / incur an injury / realized I will not be in town for the event / would like to transfer my registration to someone else?

A: No, unfortunately there are no refunds or transfers of registrations for any reason.

Q: What should be done in the case of inclement weather?

A: All 9/11 Heroes Runs will go whether rain or shine but in the event of a major weather emergency and your race location must cancel the race, your race fee will not be refunded – however, it will be deemed 100 percent tax deductible as a donation to the Travis Manion Foundation's 9/11 Heroes Run.

Q: Can I register on race morning?

A: Not all locations will offer race day registration, so please check your race location details page. You also are not guaranteed a race shirt & participant swag if you wait to sign up on race day – ONLY those who register online before the deadline are guaranteed a shirt.

Q: Are running strollers permitted?

A: Depends on the specific race location, but generally yes running strollers are permitted. However, out of respect for runners/walkers without strollers, those with strollers should start at the back of the main group to not create a 'traffic jam.' Double check with your specific race location to make sure the terrain will be compatible with strollers – not all races are on flat pavement.

PARTICIPANT FAQ'S YOU'LL NEED TO ANSWER (2 of 2)

Q: Will I get a t-shirt and runner swag if I register as a Virtual Runner?

A: Yes, Virtual Runners will receive an official race tee shirt, race bib, and runner swag which will be mailed directly to you.

Q: If I sign up to fundraise on behalf of the 9/11 Heroes Run, do you have any tips I can use?

A: Absolutely! Here is awesome guide to get you started fundraising today!

<https://www.travismanion.org/peer-to-peer-fundraising-tips/>

Q: Do I get a patch for rucking the Virtual Run and when will I receive my patch?

A: Patches will be mailed directly to participants and will continue to be shipped through the end of Virtual Runner Registration, which closes in October. Participants of both Virtual Runner and in-person events will receive patches.

Q: Is there a minimum weight requirement to ruck?

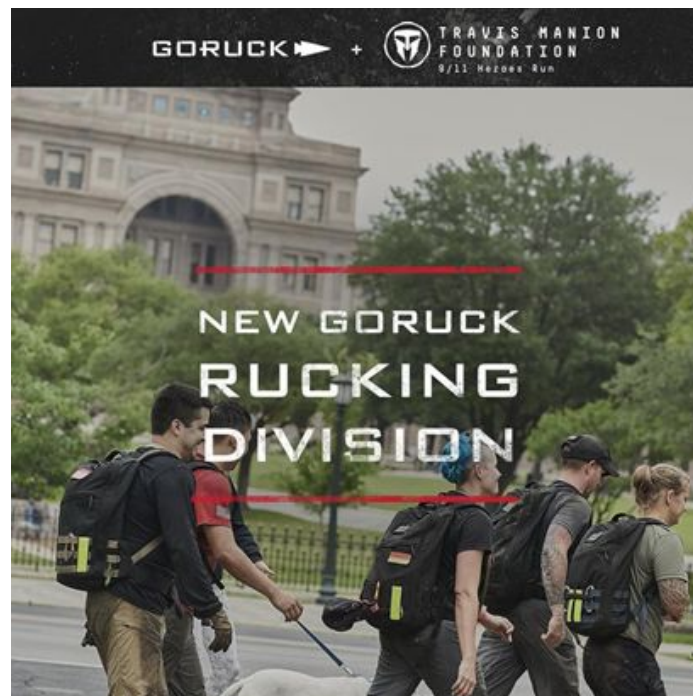
A: There is NO minimum weight requirement to ruck the 9/11 Heroes Run. It's an honor system – challenge yourself! There are requirements, however, if you are trying to place for a top 3 award medal.

Q: Will there be medals given for the GORUCK divisions?

A: At in-person events only, there will be a total of six medals given: one each to the top three male and top three female ruck finishers. There will be no age bracket awards!

Q: Will awards be mailed to winning participants if they do not stay for the awards ceremony?

A: No, awards will NOT be mailed. Winners must be present to receive awards. You may offer for awards to be picked up if a 2nd packet pick up is scheduled for shirts. That is the responsibility of the LRD to set that up. TMF will not pay to ship awards to participants.



BRAND GUIDELINES

Approved Logos to be used:



Logos that are no longer in use:

