



GO Teams Guides: Fun Run

Team up with your friends, family, coworkers, or secular community and get moving to raise money for the cause. Organizing a run for your community can bring out lots of people, raise lots of money, and be a lot of fun!

And you don't even have to organize a big, complicated event in order to raise money. Not all participants even need to be in the same place to have a successful fundraiser. If leaving home isn't an option, give your treadmill some attention. No treadmill? Take a walk around (and around and around!) your home.



Don't forget that no matter what kind of fun run event you organize, "running" is not required. Encourage your participants to get out, get active and run, walk, dance, or roll to reach their time.

Organizing a virtual run

A virtual run is smaller and will likely bring in fewer donations, but it will also be easier and more personal. They also have fewer upfront costs since you don't have to get things like permits, timers, and port-a-potties.

- **Start early.** Start planning at least 6 weeks in advance. You should announce your date(s) at least a month in advance.



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- **Pick a date or dates.** Since a virtual race is not limited to one time and space, you can make your race last as long as you'd like. Consider giving your participants a whole weekend or week or even a month to get their race done. Keep in mind that if the window is too long, the race will lose its momentum and urgency.
- **Make goals.** As with any event, think about what your goals are for this event. How much do you want to raise? Is your goal number of participants? Be specific about your goals.
- **Fundraise!** Much of your fundraising will be from registration fees, but don't make your fee so high that people won't sign up. Sponsors are an option for virtual races too. Stores and companies can provide promotions for your goodie bag whether or not you are emailing the swag or snail-mailing it.
- **Get the word out.** Advertise to your group, other freethought groups, friends and family, and in running groups. Throw a wide net. Participants in a virtual race can be anywhere in the world.
- **Virtual does not mean alone.** Participants may be running or walking this race virtually, but that does not mean they don't want to be part of a group. Consider making a Meetup or Facebook group where people can share their times and experiences. When the race is over post the race times for all participants and congratulate the best times. Also celebrate all the participants for joining no matter where they placed!
- **Don't forget swag.** Offering swag helps the race feel like a real race and helps get the word out for later years. Items like bibs and race certificates can be printed by the participants themselves, or, like tshirts and race medals, they can be mailed to participants when they sign up or when they submit their time. Whatever you do, be clear from the beginning about when you will be shipping swag.

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Organizing a big run

Organizing a big fun run requires a lot of time, people, and money, but can also be a lot of fun and bring in a lot of money for your organization or benefit organization. It gets easier in subsequent years, so it is probably best to only do a big in person running event if you plan to make it an annual thing.

- **Start early.** For a successful big community event, start planning about 6 months in advance. For repeat events in future years, you likely will not need as much time. Get a group of dedicated volunteers on the event planning committee.
- **Make goals.** Make sure everyone is on the same page about what the goals of the event is. Is your primary goal to raise funds? How much? Is your goal number of participants? Be specific about your goals.
- **Pick a date.** Saturday and Sunday mornings are the best times for the most participants. Holiday weekends might get more people out, but you may also be competing with other events in your area. Have a look at what is already scheduled for any date you are considering before committing.
- **Find a location.** A fun and scenic course will help attract participants, but there are a few other things to keep in mind. High-traffic roads may be more dangerous for participants and will require paying local law enforcement to be on traffic duty. Office or school parks could provide





safer and cheaper routes. (Corporations may allow you to use their space for free for the publicity of sponsorship!)

- **Spend money to make money.** You will not be able to pull off a successful event without spending some money to make it happen. Early in your planning, make sure you have a realistic budget for your event.
 - Budget items to consider include (some items you may be able to get sponsors to donate):
 - Awards
 - Bibs and safety pins
 - Course certification and timing services
 - Equipment rentals such as tables and tents
 - Goodie bags and t-shirts
 - Insurance
 - Fees and permits
 - Medical support
 - P/A system
 - Photography
 - Police/security
 - Port-a-Potties
 - Refreshments
 - Road closures, barricades, and traffic cones
 - Signs
 - Revenue streams to consider include:
 - Race registration fees
 - Local businesses including athletic stores, restaurants, and gyms
 - Larger businesses that have a local presence



- **Get the word out.** In order to get as much attendance and attention as possible, advertise to your group, other local freethought groups, friends and family, and in running groups.

Questions or Concerns?

If you need help with planning your event or have additional questions, the best way to contact GO Humanity is to use the [contact webform](#), which enables us to track the resolution of your question.