

Timeline	Actions
6 to 8 weeks prior to event	<p>Race director must be willing to ask a familiar stranger, in person, to come to the event.</p> <p>Email promotion - active.com mass email - area running clubs. Add event to area online running calendars. See PAC promotion contacts. Submit to publications' "calendar of events," usually web forms, distinct from press release.</p> <p>Ongoing till event. Distribute flyers / window displays to area businesses. Note: no need to go crazy. We have a short list of amenable businesses, and maybe you find a few others.</p> <p>Ongoing till event. Hand out flyers at area races. Again, no need to go crazy, just the ones you go to and maybe a couple convenient events in town. Ask for help from PAC members. Put the flyer in a person's hands is much more effective than a stack on the table.</p> <p>Graphic art should be final by this time.</p>
4 weeks	<p>Check equipment inventory – Inventory is always positive check by actual inspection – positive handshake if not done personally. Use a check list.</p> <p>Determine sources for awards and refreshments, timeframe for orders.</p> <p>Submit press releases to area publications. Use photo from previous event.</p> <p>Review volunteer roles. This is not cast in stone – there are always adjustments day-of. See where to prioritize if there are more or fewer than expected number of crew. Identify volunteers for key roles – course setup, registration captain.</p> <p>Review course – check it out on the ground. Advise IAS of any obstructions.</p>
3 weeks and four days	<p>Assuming the cheaper price ends 21 days before the event, do mass email four days ahead.</p> <p>If working with high school team for event crew, confirm sign-up count with the team lead (usually booster club parent). Remind that high school crew should sign up online – crew sign-up is separate from runner sign-up.</p>
3 weeks	<p>Assuming 21 days advance order for guarantee of T-shirt production, tally T-shirt orders, add a few extra, and place T-shirt order.</p> <p>CustomInk has been our supplier of choice, Gildan Ultra cotton colored shirt is our product.</p> <p>Extra T-shirts guess: if fewer than 15 volunteers, one extra for each volunteer under 15, up to five. plus one extra per five shirts sold to runners. Maximum of 15 additional shirts. Size distribution approximately as ordered, maybe slightly light on extra-large. Recent distribution was about 3S-4M-4L-1X.</p> <p>There may be price break-points to consider (not with CustomInk, yes with local printers). Review whether there are remainder shirts from past events.</p>

One week	<p>Review equipment inventory. Everything should be sourced, on hand or with guaranteed delivery date. Collect equipment from storage areas.</p> <p>Advise volunteers of where and when to show up. All come to event HQ first to sign in. If there is a high school team helping, have the whole team come at one time</p>
Five days	<p>Mass email for final price bump</p>
One or two days	<p>Assemble equipment ready for transport.</p> <p>Obtain refreshments other than day-of items (e.g. ice, bagels)</p> <p>Print registration / merchandise order list – this list will be 95% complete.</p>
Night before	<p>Pack up with check list. Print final pre-registration / T-shirt list. Get a good nights sleep.</p>
Event Day	<p>Here we go!</p>
+ 1 day	<p>Press release with top performers, a couple of photos, thank you to host venues, mention next PAC event</p>
+2 to 3 days	<p>Post results, photos. Mass email to participants: results link, thank yous, mention next event. Thank you email to volunteer crew – with debrief request: what went well or not well.</p>
+5 to 7 days	<p>Thank you note to host venues, preferably on paper.</p>
+ 2 weeks	<p>Request date for next event at venue – mentioning handoff to new race director as needed.</p> <p>Post-event file: event information sheet, results, financial resolution, lap record, sign-in log, summary of actual crew assignments by name, pre-race announcements, “lessons learned” (positive or negative) debrief if necessary, significant receipts. Put it all in an envelope and return to a PAC officer.</p>