Planning a Run/Walk Event

A run/walk event can be a fun and successful event or fundraiser if planned well! Planning a successful walk / run requires at least 2 months of advance planning!

Student Groups - make sure to work with the Advisors in the LEAD Center.

Make Early Plans

- Determine Event “SMART” Goals – Specific, Measureable, Achievable, Relevant, Time-bound
- Project Target Audience
- Make a Budget
- Get Volunteers – Estimate 1 volunteer for every 20 guests
- Design an Event Theme
- Select Possible Dates and Times
- Student Groups – Meet with your Advisor

Book Your Event Space

- Reserve the start and end locations online through Event Services at the ASUC Student Union by filling out the Outdoor Space Web Request: https://ems-pa02.berkeley.edu/ASUC.
  - ASUC Student Union Event Services is responsible for coordinating event details for students, student groups, departments, and the public for these outdoor spaces: http://uceventservices.com/index.php?option=com_content&view=article&id=143&Itemid=194
  - Other Spaces: Event Services will work with surrounding building coordinators, the Fire Marshal, and UCPD to inquire about the use of other outdoor spaces on campus.
  - Identify the name of the main planner/contact person in your request. For student groups, only signatories of Registered Student Organizations with the LEAD Center, student government, and/or fraternities and sororities may make requests.
  - Provide an event description that includes the theme, purpose, occasion, the number of attendees including all volunteers, and the event start time and end time, including the requested set up time and tear down time.
  - Event Services will email you the Tentative Confirmation.

To Confirm Your Reservation

- Submit Signed Reservation: Submit a signed reservation confirmation within 14 days of booking to the Event Coordinator you are working with at Event Services.
- Email Your Route Map: Draft your route, being careful not to cross city streets, and email to the Event Coordinator you are working with at Event Services.
  - Campus maps can be downloaded from the Berkeley website (www.berkeley.edu/map) or can be picked up from 101 Sproul Hall. A great online resource for plotting a run/walk route is http://mapmyrun.com.
  - Event Services will email the map to UCPD Special Events & PPCS for approval.
- Submit a Food Permit Form: If selling or serving food at this event, submit the Food Permit Form online at least 14 days in advance of your event through the Office of Environmental Health and Safety: http://was.ehs.berkeley.edu/foodpermit
- Submit a Special Event Permit: Event Services will help you obtain an approved Special Event Permit through EH&S if you plan to have more than 50 people at your event, are planning to use a tent or a canopy larger than 400-square feet, or plan on using a space on campus in a capacity other than its normal use.
- Obtain Amplified Sound Approvals: If you are using amplified sound outside of the allowed times/places (12-1pm; 5-7pm on Upper and Lower Sproul only), please work with Event Services to receive an amplified sound exception for your event. No amplified sound is allowed RRR week and Finals week.
o Event Services will email you the information with your Tentative Reservation. Contact each building coordinator by email to request and amplified sound exception.

o Send Event Services all of the approved amplified sound exception authorizations from the building coordinators.

o Consider who will be monitoring the sound at your event using an App such as Decibel 10th.

**EVENT BUDGET & SECURE FUNDING**

- **BUDGET:** Develop a detailed and realistic budget that projects all anticipated income and expenses for the event. Know your budget and keep track of expenses.

- **CLEANING:** If the event requires extra clean up charges or has accrued any additional charges, these charges are added to the final invoice.

- Apply for funding
  
  - [http://lead.berkeley.edu/orgs/funding](http://lead.berkeley.edu/orgs/funding)
  - AAVP Grants
  - Student Opportunity Fund
  - ASUC Sponsorship
    - Make sure to follow guidelines of sponsorship
  - Outside grants/funding (Wells Fargo, Townsend Center...)
  - Check with funding sources to ensure you are using the given money appropriately

- Use Callink to submit purchase orders to pay for items in advance

**Potential Charges – will be added to your final invoice**

- **EQUIPMENT:** Event Services can rent equipment for you (and add the cost to your reservation) including tables, chairs, sound system, microphone, linens, and canopies (in case of rain).
  
  o Consider tables for registration & light breakfast, water stations throughout the race, and tables at the end of the race.
  
  o Student groups can request tables & chairs from the Student Tabling Program through Event Services at no cost. Event Services can rent equipment for all other groups for a fee.

- **PARKING PERMITS:** Event Services has “one-day passes” on hand and will add the cost to your reservation if requested.

- **FACILITIES SERVICES:** Event Services will coordinate through Campus Facilities Services if you plan to have any electrical power set up, trash bins, recycling bins, composting bins, and/or if you need portable restrooms.
  
  o If the event is more than 4 hours and there is food, you are required to rent portable restrooms and trash bins for a fee. Please note that bins and restrooms are dropped off and picked up Monday through Friday. There is a fee to have the lawn sprinklers turned off.

- **SECURITY:** Do you require Security? Is there a lot of money involved? Is there a potential for controversy at the event?

- **CLEANING:** If the event requires extra clean up charges or has accrued any additional charges, these charges are added to the final invoice.

**PRE PLANNING - Event Details & Other Campus Policies**

- **BUDGET:** Know your budget and keep track of expenses.

- **INSURANCE:** Student organizations may need to apply for insurance through the student organization insurance program - [http://www.campusconnexionssuc.com/Constituency/Students/RSOEventLiability.aspx](http://www.campusconnexionssuc.com/Constituency/Students/RSOEventLiability.aspx)

- **WAIVERS:** As this involves physical activity, it is best to include the signing of liability waivers as part of the registration process. Consider incorporating it into your online registration. A standard
liability waiver can be downloaded from the UC Berkeley Risk Services website: http://riskservices.berkeley.edu/forms-waivers

- **FIRST AID / EMERGENCIES**: Identify a first-aid certified individual who will be present at the run. The first-aid certified person should have access to a bike, CELL PHONE, and first-aid supplies. Outline plans for what should be done in an emergency (advisors are a great resource for developing this) and provide this plan to all the members/volunteers at the event. Train the members/volunteers on the emergency procedures.

- **VOLUNTEERS**: Identify where and how many volunteers will be stationed throughout the run. Volunteers are needed for solicitation of donations, advertising, on-site registration, route monitors, bag check, first-aid, set-up, clean-up, emcee and announcements. Identify a method of identifying volunteers (t-shirts, name tags, armbands, etc.)

- **MARKETING**: Identify at least 3-5 different types of publicity - look to heavily publicize off campus in running shops, sports clubs and businesses that would support your organization. Post the event on Callink. Talk with your advisor in the LEAD Center about various approaches to marketing.
  - Regulations for posting flyers on campus can be found at http://lead.berkeley.edu/orgs/publicity-flyers

- **SPONSORS**: Create a letter to solicit donations specifically stating what you are requesting. For student groups, this may need to include proof of your organization’s non-profit status, as donating businesses will need this information for their tax purposes. Items to consider requesting:
  - Bib numbers for runners.
  - Water
  - T-shirts
  - Light breakfast such as bagels/nutrition bars, coffee, juice and fruit, and food at the end of the run.
  - Consider having entertainment at the end of the run.
  - Prizes for winners and other types of awards (group winner, most money raised, etc.).

- **REGISTRATION**: Develop a website and the ability for on-line registration. Active.com is a popular website for run/walk events and can possibly host your organizations’ on-line registration process.
  - Consider how much you want to charge for registration. Will groups get a special rate? Should runners get sponsors for a larger registration fee?
  - Are you only raising money through registration fees? How about having participants raise money through personal sponsors?
  - Provide a race route and a map of where to park.
  - Provide information about your organization and the beneficiary of the run.
  - Provide logos and links to your sponsors’ websites.
  - Provide the ability to make donations beyond the normal registration fee.

**DAY OF RUN LOGISTICS**

- A list of contacts with cell phones for volunteers/members and first-aid.
- Provide the volunteers/members with the emergency procedures plan.
- Bring start and finish tape. Do not chalk the route. Use cones, signs or blue tape – all must be cleaned up later.
- Have a plan for the distribution of t-shirts.
- Have a bag check for runners to put their belongings.
- Have a bike lead and follow the run.
- Have at least 3 timers who can record runner times.
- Use a cash box and other money precautions for accepting payments the day of the race (talk to advisor and UCPD).
- Megaphone/ sound system.
AFTER THE RUN

- Set up an activity to discuss the event with participants and event staff.
- Write an event debrief, which includes the strengths of the event and recommendations for future runs and upload this document to your organization’s documents folder on Callink. Submit it to Event Services.
- Pay any invoices.
- Send Thank You cards, letters, e-mails or make phone calls to those who helped you along the way!
- Book your space for next year.
- CELEBRATE THE ACCOMPLISHMENT!