

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. See PAC promotion contacts. 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>Identify volunteers for key roles – course setup, registration captain, finish line captain.</p>
2 weeks and four days	<p>Assuming the cheaper price ends 14 days before the event, do mass email four days ahead.</p> <p>Confirm volunteer crew is still on board. Ask waffling volunteers to sign up definitely. Positive handshake preferred on confirmation.</p>
2 weeks	<p>Assuming 14 days advance order for guarantee of T-shirt production, tally T-shirt orders, add a few extra, and place T-shirt order.</p> <p>Note: CustomInk will give a chance to revise quantities with proof review. Local printers may have quicker turnaround and less formal review process.</p> <p>Extra T-shirts: 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, slightly heavy on large and light on extra-large. Standard sold distribution is about 3S-3M-3L-1X. For extras, consider 4S-4M-6L-1X.</p> <p>There may be price break-points to consider (not with CustomInk, yes with local printers). Above is based also on having previous event left-overs to offer late comers. The extras on account of volunteers are NOT reserved to volunteers.</p>

Ten days	Assign volunteer roles. This is not cast in stone – there are always adjustments day-of. Advise volunteers of where and when to show up. All come to event HQ first to sign in.
One week	Review equipment inventory. Everything should be sourced, on hand or with guaranteed delivery date. Collect equipment from storage areas.
Four days	Mass email alert
One or two days	Assemble equipment ready for transport. Obtain refreshments other than day-of items (e.g. ice, bagels) Print registration / merchandise order list – there will be additions, but this list will be 95% complete.
Night before	Pack up with check list. Get a good nights sleep.
Event Day	Print the final registration / merchandise order list. Here we go!
+ 1 day	Press release with top performers, a couple of photos, thank you to host venues, mention next PAC event
+2 to 3 days	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.
+5 to 7 days	Thank you note to host venues, preferably on paper.
+ 2 weeks	Request date for next event at venue – mentioning handoff to new race director as needed. Summary for PAC files: “lessons learned” from debrief, financial resolution, waiver log, start register, finish line records (e.g. select time), score sheet. Make a photocopy of timer tape – the thermal paper degrades quickly.