

# Coordinator Newsletter



September

## GENERAL ADMINISTRATIVE ITEMS

### • COORDINATOR NEWSLETTERS

- We are now storing a copy of all newsletters in Google Drive for you, [Click here!](#)

### • FALL PROGRAMMING CONFERENCE CALLS

- **National Conference Call** - [video recording](#)
- **Town Hall Call with the Founder, Jeff Long Sept 16th, 2020 8:30-9:30PM EST**
  - Open forum to discuss HKRS, non Series specific questions may be asked.
  - To OPT-IN, Dial **605-475-4875**, enter meeting ID **451253#**

### • HKRS BRANDING GUIDELINES

- Please find the HKRS brand guidelines [HERE](#) on how to use the HKRS logo.
- *All products (post-2019) that have the old HKRS logo (boy runner) on them are no longer permitted to be used, please donate.*
- Refer to the attached [Cheat Sheet](#) for a quick tutorial on these brand guidelines.

- **Refund/Deferral Response Process and Templated Emails** [Click here.](#) Please review this folder and reach out to your Program Manager if you have any questions or would like to clarify how to handle a parent request.

- **NEW!! Race Bib Partner** - [Boulder Bibs!](#)
  - **NEW!!** Closed Series Facebook Community Groups for all in-person and virtual racing this season! Guidelines and more information coming soon!
  - **NEW!! Recognitions**
    - [Volunteer](#)
    - [Graduates \(8th graders\)](#)
    - [Sponsor](#)
  - **Supplies**
    - Please review tracking information found in your Series dashboard.
    - Medal count from spring 2020 must be entered into Filemaker ASAP.
    - [Staples portal for flyers](#)
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## ***IN-PERSON RACING***

- **RunSignup** - [How To Videos](#)
  - Automated emails from system sent for the price increase two days out and incomplete registrations
  - Text alert service for race day reminders - [How To Video](#)
  - Email Marketing - Coordinators are required to use template set up within system for all communications
  - [How to](#) add sponsors on RunSignup Email Marketing
- **COVID related Communications**
  - [Talking points](#)
  - Fall Race Day [Guidelines and Video](#)
  - If a parent does reach out to a CC letting them know their child has tested positive or was exposed please reach out to your Program Manager. HKRS HQ will manage the communication. Thank you!!
- **COORDINATOR DOCUMENTS**
  - All Coordinators should have access to the [Google Drive](#).
    - Google Drive has been updated with [all new videos!](#)
    - Template [emails](#) for parents
- **Social Media [Folder](#)**
  - There are two folders (race day and holidays).

- If there are any images that you would like created please reach out to your Program Manager!
  - Facebook [Guidelines](#)
  - Instagram [Guidelines](#)
    - All Series that have an Instagram are required to update/follow the HKRS branding guidelines.
    - All Series are required to log login information into the Series Filemaker dashboard.
  - **Race Results Reminders**
    - Results are uploaded in order of receipt
    - Email excel in required format to [results@healthykidsrunningseries.org](mailto:results@healthykidsrunningseries.org)
      - No full names, first initial and full last name. Points sorted greatest to least.
    - Social sharing image when results have been posted
  - **Registration Forms**
    - Walk up reconciliation [form](#) must be mailed in with registration forms in order to be processed.
  - **Supplies**
    - **VERY IMPORTANT!** Trophy shipments will need stickers applied to front of base prior to race day!
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## VIRTUAL RACING

- **RunSignup**
  - Automated emails from system sent incomplete registrations
  - Email Marketing - Coordinators are required to use template set up within system for all communications.
  - How to add sponsors on RunSignup Email Marketing
- **HKRS Virtual Toolkit** [Drive](#)
  - Virtual Logo [files](#).
  - HKRS Virtual World Race [Folder](#)

- **Social Media [Folder](#).**
    - If there are any images that you would like created please reach out to your Program Manager!
    - Facebook [Guidelines](#)
    - Instagram [Guidelines](#)
      - All Series that have an Instagram are required to update/follow the HKRS branding guidelines.
      - All Series are required to log login information into the Series Filemaker dashboard.
  - **Supplies**
    - Shirts will arrive in time for Week 5 racing
    - Trophies will not be handed out for virtual racing
  - **Conference call with Main Office!** How can we help you and what can Coordinators teach each other as we head into the virtual season? Join us on September 21st 8-9PM EST on a video chat!
    - [Join with Google Meet](#)  
[meet.google.com/oia-gwpm-mik](https://meet.google.com/oia-gwpm-mik)
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***SUBMISSIONS ARE OPEN!***



[Volunteer Coordinator Advisory Board Member Job Description](#)

[Apply HERE!](#)

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