



# COORDINATOR NEWSLETTER

MARCH 2021



## GENERAL ANNOUNCEMENTS

- ANNOUNCEMENT / REMINDER OF REGISTRATION BEING OPEN
  - [Social Media Image](#)
  - [Template Email](#)

- Template Email [Folder](#)
  - \*Please inform your PM about transfer requests. Thank you!
- **PAST COORDINATOR NEWSLETTERS** [FOLDER](#)
- **SOCIAL MEDIA** [FOLDER](#)
  - Facebook [How To Guide](#)
  - HAPPY EASTER [IMAGE](#)
  - **RACE DAY** [IMAGES](#)
    - We suggest not posting overall Series number images (We have 100+ Runners!) as we don't want to create anxiety for anyone who may assume all runners are on site together.
  - [Interactive Program Guide Teasers](#)
  - New! [Cover Photos](#)
  - Hashtags
    - #healthykidsrunningseries and #getupandgo whenever posting on social please - thank you!
- **COVID RACE DAY GUIDELINES** [FOLDER](#)
  - Social Posts and images, Documents, Panel Recordings and Heat Example
  - Setting up your event day [video](#)
- **UPDATED** [HOW-TO MANUAL](#)
  - The Manual has been updated.
  - [HKRS 101 Conference session](#) for new Coordinators!
- **GENERAL RACE DAY POLICIES**
  - [Code Of Conduct](#)
  - [Tie Breaker Criteria](#)
  - [Weather Policy](#)
  - [Race Day Page on Website](#) - This new page is intended to help Coordinators on race day with questions from parents!
- **MEDAL INVENTORY**
  - Please count and input your medal total into Filemaker ASAP. If you have a lot left over and don't let us know we will be sending you enough for all participants.
- **REGISTRATION FLYERS (Required):** [\[LINK HERE\]](#)
  - **NEW! Staples portal** [How To Video](#)
  - If you have a printing partner please let your PM know.

- **OPTIONAL COORDINATOR CALLS**

- Spring Prep Call - Open Fourm for questions
  - Tuesday March 30th 7:30-9 PM
  - Call link: [meet.google.com/wqs-trmt-wdj](https://meet.google.com/wqs-trmt-wdj)

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## **MEDIA OUTREACH**

- **MEDIA OUTREACH FOLDER**

- Reaching out to local media (newspapers, tv, radio, etc.) can lead to an increase in registration numbers and mission awareness within your community.
  - Please ALWAYS send a photo when sending a [press release](#).
- Telling Our Story [Document](#) - Who We Are/What We Do
- Spring 2021 [Talking Points](#)
- Our PR Partner, Ike Richman, has created a Media 'Tool-Kit' for our Coordinators to utilize when reaching out to Media
  - Use Ike as a *free* service to assist in media outreach:
    - 215-760-2888
    - [ike@richmancommunications.com](mailto:ike@richmancommunications.com)

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## **SPONSORSHIPS**

- **All sponsorships MUST be registered through our [sponsor form](#) on the main website.**
  - *NEW! Registration sponsorship option!*
- Coordinators are the main contact for all sponsors. Please do not provide Program Managers contact information to sponsors. Thank you!
- We must have payment AND a usable vectorized logo in order to start the production of each sponsor sign

- If a sponsor has payment due, they will be **invoiced**. They have also been contacted for a satisfactory logo if we are in need.
  - Please refer to your sponsor notes in the Series FM Dashboard for information regarding delinquent payments and logos
- If a sponsor yard sign does not arrive on time, it is because:
  - The sponsor has not paid
  - The sponsor signed on after the 21 days prior deadline
  - The sponsor uploaded an unusable logo and has not fulfilled requests for a usable logo
  - The sponsor has submitted no logo and has not fulfilled requests for a usable logo
- Depending on when we received a logo, signs may not arrive for your first race. We are doing everything we can to have them there as soon as possible
- If you want a sign for a photographer or DJ, you **MUST** notify us; we will not automatically order
- **DO NOT THROW AWAY SIGNS** - Signs can be reused for returning sponsors!
- COVID safety sign will be sent to all races if you did not run in the fall.

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## **RACE DAY PREP**

- **RACE DAY RESOURCES [FOLDER](#)** - contains all documents needed for race day
- **RUNSIGNUP** - [How To Videos](#)
  - **NEW!! Template emails for all RSU communications**
  - Continue to email past participants on RunSignup with registration reminders and Packet Pickup Reminders!
  - [How to Run Reports](#) (finding participants, race bag pickup, etc.)
  - **TEXT ALERTS** - The Series text alert service is now in the Series dashboard!
    - [RSU Text Alert How To Guide](#)
- **RACE BIBS** - CHECK IN WITH YOUR SPONSOR TO MAKE SURE BIBS HAVE BEEN ORDERED
  - [ORDER BIBS ONLINE](#)
- **Volunteers**

- **NEW!!** [How to set up the Volunteer platform in RSU](#)
  - Reach out to your local High School!
    - Track/Cross Country Teams
    - National Honor Society
    - Email all of the coaches in the school!
    - For schools that are virtual ask if the school can put a post up onto the students blackboard or schoology site.
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## ***SERIES WEEKLY REMINDERS***

- **Monday - Mail in Walk Ups:** *Please include signed registration forms and payment*
    - **\*\*You must also include a complete [Walk-Up Reconciliation Form](#) with the Waivers\*\***
      - If you do not mail in your walk-ups each week your medal order will be incorrect
        - If you have no walk-ups, notify your Program Manager so we do not expect them from you
  - **Race Results:**
    - You do not need to time 50/75 yd dashes, but placing is recorded.
      - Divisions are run by gender except 4th through 8th grade. The 1-mile runners are run together and then separated within results.
    - After races, match bibs with corresponding time on race sheet and plug into [Race Results Template](#)
      - **\*\*Use first initial, last name format on results\*\***
    - E-mail to [RESULTS@HEALTHYKIDSRUNNINGSERIES.ORG](mailto:RESULTS@HEALTHYKIDSRUNNINGSERIES.ORG)
      - Please do not send them to your Program Manager
      - Results will be posted on our website on this [page](#).
  - Ordering Additional T-Shirts by size through the Dashboard- [video](#).
    - Ordering will not open in Filemaker until after your first race
    - Pad your order to account for additional sign ups.
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Thank you for all of your hard work!

This spring is going to be awesome!

#GetUpandGo!

HKRS National Team

