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[Test] HKRS Coordinator Newsletter - May 2021 🏃❤️📧

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THE NEWSLETTER

MAY 2021



**ADDITIONAL REVENUE OPPORTUNITY!
START YOUR OWN 5K!**



**MONSTER 5K
MAYHEM**
AT THE BATES MOTEL

**MONSTER
MILE** AT THE
BATES MOTEL

**HEALTHY
KIDS
RUNNING
SERIES**

All proceeds benefit
Healthy Kids Running Series
so kids can maintain an active
and healthy lifestyle.

CC Conference Session Information

Apply Today!

CLOSING OUT THE SEASON

Time to close out the Spring!

Week 5 Close Out Items for Spring 2021:

- Send your week 5 results to results@healthykidsrunningseries.org

- Mail in all walk ups and waivers with completed registration form, money, and Reconciliation Form to [383 Brinton Lake Road, STE 1, Thornton, PA 19373](#).
- INVENTORY: Only log your inventory if you are willing to reuse it next season in the Series' Filemaker Dashboard. Include all youth, adult, and volunteer shirts, and medals.
 - ***New shirt AND medal design for Fall 2021
 - [How to Enter Leftover Inventory in Filemaker](#)
 - *If you DO NOT want to reuse leftover inventory PLEASE BE SURE TO ZERO OUT YOUR SHIRT AND MEDAL NUMBERS IN FILEMAKER.* If you have a number in the cells the Series order totals will be held accountable as such.
- Any additional reimbursements? Notify and email them to your PM as soon as possible. Please include receipt and the [Reimbursement Request Form](#).
- Schedule a end of season call with your Program Manager!

Profit & Loss Statement Approval:

- Once your above items have been completed, your Program Manager will let you know when you have been officially closed out for the season. Please allow for 30 days from your official closeout date for our amazing accountant to send you the Series Financials.

Fall 2021 Planning!

- Fall Season timeframe starting Sept 10th to ending December 19th.
- Start reserving your facility now! Once you have those dates, please let your Program Manager know so that we can log this into the system. Once you have confirmed the Series Fall dates the RunSignup registration platform may open in June.
- RunSignup may open for the following season but the current Series must be completely closed out and turned over to the accountant for processing.

GENERAL MONTHLY REMINDERS

- **NEW! SPRING 2021 NATIONAL COMMUNITY COORDINATOR VIRTUAL AWARDS CEREMONY!**
 - Stay tuned for a Save the Date for our new HKRS tradition! This is a chance for us to celebrate our successes nationally and locally! All Coordinators invited!
 - Retiring as a HKRS Community Coordinator?

- We want to highlight you in our national newsletter and during the ceremony! Reach out to your PM, we would love to share all of your mission moments and highlights from your time with us! We couldn't do this without you!
- **COVID RACE DAY GUIDELINES [FOLDER](#)**
 - Snacks - This spring, prepackaged snacks are permitted on event day. Please be mindful of contents of snack as we are 'healthy' :-)
- **SERIES REGISTRATIONS AND TRANSFERRING**
 - Each Series is its own event. Participants are only permitted to run and score points for the event/Series which they are registered for. Transferring of a registration to another Series is permitted up until the first published date of the event.
- **TEMPLATE EMAIL [FOLDER](#)**
 - Transfer requests submitted after the first race will not be processed.
 - Any concerns with parents please reach out to your Program Manager right away.
- **PAST COORDINATOR NEWSLETTERS [FOLDER](#)**
- **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!
- **HKRS VIDEO REQUEST ANNOUNCEMENT!**
 - We will be awarding \$5.00 in marketing money to Coordinators that submit a video(s) from their Series on Race Day to be used for national marketing purposes (i.e. runner interview, participants running their distance, finisher videos, start line videos.)
 - The file must be loaded into the Google Drive folder and labeled with the Series name (i.e. West Chester, PA) to be awarded. Videos may be uploaded to [THIS FOLDER](#).
 - Coordinators may upload up to 5 videos.
 - Video clips anywhere from 15 sec to 3 min would be greatly appreciated
 - Please ensure videos are following our published [COVID Race Day Guidelines](#)
 - Folder will be closed for submissions as of June 15th

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



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