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HKRS Coordinator Newsletter - June 2021 🏃❤️📧

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7 June 2021 at 10:00



# THE NEWSLETTER

JUNE 2021



## HKRS SOCIAL MEDIA

Please take a few moments to review the [HKRS Brand Guidelines!](#)

- [Branding Guidelines Summary](#)

Social media is a great marketing tool and should be fun! If there are images that you would like that are not in our folders, please request directly to your Program Manager. We would prefer images match our national branding. If you are attempting to create your own images please have them approved prior to use through your Program Manager. We are here to help and want to make the process fun and simple for you! Thank you for your help!

Social Media [Folder](#)

- 'How To' [Videos](#)

- [Holiday Folder](#)
- [Race Day Folder](#)

#### Facebook

- [Facebook Guidelines for Use](#)

#### Instagram

- [Instagram Guidelines for Use](#)
- By **July 1st** we ask all Coordinators whom have an Instagram page to ensure the social channel follows the [guidelines documents](#).
- Please log the username and password into the Series' Filemaker dashboard.

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## HKRS SPRING REGISTRATION NUMBERS

This spring has been just amazing! Thank you to EVERY Community Coordinator for their hard work in spreading our mission! You should all be so proud of your hard work, you are changing lives! We are excited to share with you the overall registrations numbers! Our numbers nationally are incredible!

**View here! \*Internal Use Only\***

Please note: Some of our programs have not finished yet, we will share the final registration list prior to our Spring Virtual Awards Ceremony!

\*\*Please do not post this document online. Thank you!\*\*

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## SPRING VIRTUAL AWARDS CEREMONY

### SAVE THE DATE!! 2021 Spring Virtual Awards Ceremony

Join the National office and Coordinators from across the country to celebrate our spring successes!

**Monday, July 19th 7:00-8:00PM** (virtually) Login information will be sent closer to the event.

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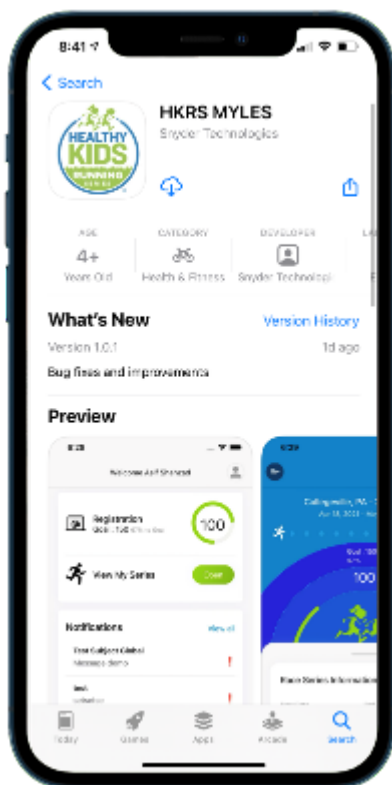
## COMMUNITY COORDINATOR SURVEY!

HKRS is trying to better understand the national sentiment among Coordinators regarding our current trophy policy and potential future changes, particularly in response to numerous recommendations from Coordinators in removing Pre-K division trophies. Please take a moment to answer a couple trophy related questions - thank you!

Survey

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## ***NEW COORDINATOR IT PLATFORM!***



Our MYLES Mobile App is now LIVE in the iPhone and Android app stores! You're invited to download the MYLES App to your phone by searching "HKRS MYLES" in the App Store.

Let your Program Manager know that you have downloaded the app and they'll send you a MYLES account invitation to access your Series data!

Download now for [iPhone!](#)

Download now for [Android!](#)

If you haven't experienced MYLES yet, now is the time before the fall season! This has been designed for YOU our Community Coordinators! Reach out to your Program Manager today!

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

All current and former CCs are welcome to start their own Monster Mayhem 5K this fall.

Take advantage of your database, facility and bulk buys for t-shirts & medals. Click on the Information button below or reach out to your Program Manager so we can get you set up!



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

## CC Conference Session Information

Apply Today!

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## 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](mailto: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 mid-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.
- Fall season timeline will be coming soon!
- Fall race day directives will be discussed early July and published to Coordinators by mid-July. This includes heats, etc.

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## **GENERAL MONTHLY REMINDERS**

- **TEMPLATE EMAIL [FOLDER](#)**
- **PAST COORDINATOR NEWSLETTERS [FOLDER](#)**
- **GENERAL RACE DAY POLICIES**

- o [Code Of Conduct](#)
- o [Tie Breaker Criteria](#)
- o [Weather Policy](#)
- o [Race Day Page on Website](#) - This new page is intended to help Coordinators on race day with questions from parents!
  - NEW!! [Fundamentals of Running](#) has been added!

• **HKRS VIDEO REQUEST ANNOUNCEMENT!**

- o 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.)
- o 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](#).
- o Coordinators may upload up to 5 videos.
- o Video clips anywhere from 15 sec to 3 min would be greatly appreciated
- o Please ensure videos are following our published [COVID Race Day Guidelines](#)
- o Folder will be closed for submissions as of June 15th



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