



TIPS FOR RACE DIRECTORS

1. Before picking a date for your race, check the website calendars of other running clubs in your area. Avoid overlapping with other local races. If you find a date without competition, you are more likely to have a larger field. Once you have a date, submit to the local club calendars and Facebook pages. <http://www.annistonrunners.com/calendar/>
2. We highly suggest getting your race insured. You do not want to be liable for any unfortunate accidents.
3. Apply for appropriate city permits (if applicable, will vary depending on location).
4. Use an online service for race registrations such as RunSignUp, Athlinks - Chronotrack, Active, Event Bright, or UltraSignUp (trail races). Google for information. Set up an account and utilize tools to learn all about the program. Paper registration forms are not helpful in tracking data or sending future emails.
5. Pick a local company to help with T-shirts, posters, awards, bibs etc. We recommend Pinhoti Printing in Heflin, AL. smiles101876@gmail.com
6. Another reasonable Bib Company is Blue Footed Timing: michael@bluefootedtiming.com
7. Make a guaranteed shirt deadline but order extra. Work with printer on deadlines.
8. Pick a timing service for your race. A local service is Dennis Dunn at T & S Services Chip Timing. Dennisdunn8@gmail.com
9. Check to see if your race timer has a race clock. If you are hand timing (not suggested), you can rent a clock from Anniston Runner's Club if available by contacting the equipment manager: <http://www.annistonrunners.com/clock-rental/>
10. If you know you will have a large field, consider 5 year age groups. But if you only expect less than 100 runners, consider 10 year age groups and overall awards.
11. You can give discounts to running clubs by setting up club discounts or coupons in RunSignUp.
12. Work on getting sponsors for your race to help cover the costs. Utilize sponsors for giveaways.
13. Advertising and promotion are the key to success. Utilize social media and other races to help promote your own. Go to other races and hand out fliers or offer free entries to the top male and female of that race. If you are raising money for a charity, advertise it. Don't expect a huge profit.
14. If you are having the race on public roads, you must file a permit request with your city to put on the event. Go to your city website.
15. Have an organized packet pick-up by last name or suggest using the check-in system on a laptop. Long lines at packet pick-up should not be your goal. You can have race day registration online through RunSignUp.
16. Have water on the course and recruit volunteers. Hand water to lead runners during the race.
17. Consider having post-race snacks such as bananas and cuties (oranges).
18. Keep registration open as long as possible. Don't close a week ahead of time. Avoid paper registrations. You want to utilize your online program to have all the information to promote the next year. Most programs will send out email information on races.
19. Have volunteers in vests and stop traffic when needed. We suggest you have them sign a waiver. Online race programs have places for volunteers to register and sign waivers.
20. Highly consider taking the RRCA Race Directors Course beforehand. It is worth the investment and not getting in over your head. <https://www.rrca.org/programs/race-director-certification/>
21. Road Runners Club of America has good information on starting a running event. <https://www.rrca.org/services/start-an-event/>