

How To Host An Iron Phi 5K

AND BECOME AN IRON PHI CHAPTER IN THE PROCESS

TO BECOME AN IRON PHI CHAPTER, A CHAPTER OF PHI DELTA THETA MUST COLLECTIVELY RAISE \$10,000 FOR IRON PHI. RAISING \$10,000 AS A CHAPTER CAN BE DONE COLLABORATIVELY THROUGH MEMBERS RAISING FUNDS INDIVIDUALLY IN PURSUIT OF BECOMING IRON PHIS OR AS A CHAPTER THROUGH A CHAPTER-LED EVENT SUCH AS AN IRON PHI 5K ON CAMPUS.



STEP 1: PICK A DATE



THE FIRST STEP IN PLANNING AN IRON PHI 5K IS TO PICK A DATE THAT YOU BELIEVE WOULD BE ATTRACTIVE TO OTHERS. SPRING AND EARLY FALL ARE KEY SEASONS FOR THOSE LOCATIONS THAT HAVE COLD WINTERS AND HOT SUMMERS. WEEKENDS ARE BETTER THAN WEEKDAYS. REFERENCE YOUR SCHOOL'S CALENDAR TO PICK A DATE THAT DOES NOT CONFLICT WITH OTHER EVENTS ON CAMPUS.

STEP 2: FIGURE OUT WHO IS IN CHARGE

PLANNING AND HOSTING A 5K WILL TAKE COMMITMENT FROM THOSE WHO ARE WILLING TO TAKE THE LEAD. THIS COULD BE YOUR PHILANTHROPY CHAIRMAN, A DIFFERENT INDIVIDUAL OR A COMMITTEE OF INDIVIDUALS. NO MATTER WHO IS LEADING THE CHARGE, THE CHAPTER SHOULD GIVE ITSELF PLENTY OF TIME TO PLAN A WELL-RUN EVENT.



STEP 3: CHOOSE A COURSE

WHEN SELECTING A COURSE, TRY TO INCORPORATE YOUR CAMPUS INTO THE 5K ROUTE. MAKE SURE THE COURSE IS VERY VISABLE TO THE PUBLIC BUT ALSO KEEP IN MIND THAT SOME COURSES ARE EASIER TO RESERVE THAN OTHERS. ROUTES THAT WOULD INCLUDE MAJOR ROAD CLOSURES WILL BE DIFFICULT TO RESERVE. IF YOU CAN, INCLUDE CAMPUS LANDMARKS IN THE ROUTE.



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STEP 4: GET THE GREEN LIGHT

BEFORE YOU MOVE FORWARD, IT IS IMPORTANT TO GET THE GREEN LIGHT FROM ALL PARTIES THAT WILL NEED TO APPROVE YOUR EVENT. CONFIRM WITH THE CAMPUS, THE COMMUNITY, THE LOCAL AUTHORITIES, PHI DELTA THETA (THROUGH AN EVENT PLANNING FORM) AND ANY OTHERS. FILL OUT ALL PAPERWORK TO SECURE THE EVENT BEFORE MOVING FORWARD.



STEP 5: HIRE SAFETETY SERVICES

IT IS IMPORTANT TO HAVE A SAFETY PLAN FOR YOUR 5K EVENT. IF POSSIBLE, HIRE THE LOCAL POLICE TO BE PRESENT DURING THE EVENT AND SECURE THE ROUTE. IT IS ALSO IMPORTANT TO HAVE AN AMBULANCE ON HAND OR ON CALL IN CASE THERE IS AN EMERGENCY. YOU CAN NEVER BE TOO CAREFUL WHEN PLANNING AN ATHLETIC EVENT.



STEP 6: SETUP ONLINE REGISTRATION

BEFORE YOU BEGIN MARKETING THE EVENT, YOU'LL NEED TO DETERMINE HOW YOU INTEND TO COLLECT REGISTRATION INFORMATION. DETAILS WILL NEED TO BE DETERMINED SUCH AS WHAT INFORMATION YOU'LL NEED TO COLLECT AND IF THE RACE WILL HAVE A FEE. VISIT ACTIVE.COM, WEPAY.COM OR EVENTBRITE.COM TO ASSIST YOU WITH REGISTRATION SETUP.



STEP 7: FIND SPONSORS

SPONSORSHIPS SHOULD ADD VALUE TO YOUR RACE OR PAY FOR ANY EXPENSES THAT THE CHAPTER INCURS. REACH OUT TO LOCAL BUSINESSES, TELL THEM ABOUT WHAT YOU ARE DOING AND SHOW THEM HOW THEY WILL BENEFIT THROUGH A SPONSORSHIP. MAKE SURE TO HAVE A RECOGNITION PLAN FOR YOUR SPONSORS. YOU SHOULD INCLUDE THEIR LOGOS IN YOUR MARKETING MATERIALS.



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STEP 8: PROMOTE THE RACE

NOW, THE MOST IMPORTANT PART - GETTING PEOPLE TO PARTICIPATE. UTILIZE MANY DIFFERENT AVENUES - WEBSITE, EMAIL, FACEBOOK, TWITTER, PRESENTATIONS, NEWSPAPERS, RADIO TO GET YOUR MESSAGE ACROSS. MOBILIZE YOUR MEMBERS TO SPREAD THE WORD. THIS WILL NEED TO BE A GROUP EFFORT.



STEP 9: RECRUIT VOLUNTEERS

EVERY RACE NEEDS VOLUNTEERS TO HELP DURING THE EVENT. FIRST, DETERMINE HOW MANY VOLUNTEERS YOU MAY NEED TO ASSIST. CREATE RESPONSIBILITIES FOR THESE VOLUNTEERS AND MAKE SURE THEY KNOW WHERE THEY NEED TO BE, WHEN THEY NEED TO BE THERE, AND WHAT THEY SHOULD BE DOING. CHAPTER BROTHERS SHOULD BE FIRST IN LINE TO STEP-UP TO HELP.



STEP 10: DETERMINE RACE INCENTIVES

RACE PARTICIPANTS LOVE GIVEAWAYS. DETERMINE WHAT YOU'LL BE GIVING TO PARTICIPANTS AND BEGIN TO ROUND UP THIS STUFF. IF YOU PLAN TO GIVE A T-SHIRT TO PARTICIPANTS, BEGIN DEVELOPING THE DESIGN AND HAVE THEM PRODUCED. EMAIL IRONPHI@PHIDELTATHETA.ORG IF YOU ARE IN NEED OF IMAGES. ALSO, THINK OF HOW POTENTIAL SPONSORS COULD HELP WITH INCENTIVES. THEY MAY HAVE STUFF THEY'D LIKE TO GIVE AWAY.



STEP 11: INVOLVE YOUR BROTHERS

WHILE THE MAJORITY OF BROTHERS SHOULD VOLUNTEER AT THE EVENT, YOU CAN ALSO OFFER THE OPPORTUNITY TO BROTHERS TO BECOME AN IRON PHI AT THE RACE. SELECT A HANDFUL OF BROTHERS TO ACTUALLY RUN THE RACE AND RAISE MONEY FOR IRON PHI IN THE PROCESS. COMING AWAY FROM THE RACE AS AN IRON PHI CHAPTER AND DEEMING INDIVIDUALS IRON PHIS IS GREAT!



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STEP 12: CONDUCT THE RACE

YOUR PREPARATIONS SHOULD MAKE FOR ONE AWESOME EVENT! GET UP EARLY, MAKE SURE PEOPLE KNOW WHAT THEY'RE SUPPOSED TO BE DOING, HAVE A FUN POST-RACE GATHERING PLANNED AND TAKE A FEW MINUTES DURING THE RACE TO DISCUSS THE IRON PHI PROGRAM AND THE CHARITIES IT SUPPORTS. MOST IMPORTANTLY, HAVE FUN.



STEP 13: BECOME AN IRON PHI CHAPTER

ONCE THE RACE IS OVER AND THE CHAPTER HAS DETERMINED THE PROCEEDS FROM THE EVENT, THE NEXT STEP IS TO BECOME AN IRON PHI CHAPTER. IRON PHI 5K PROCEEDS SHOULD BE FORWARDED TO: PHI DELTA THETA ATTN: IRON PHI 2 SOUTH CAMPUS AVE. OXFORD, OH. 45056 WE WILL HELP YOU ENTER THE RAISED MONEY TOWARDS YOUR CHAPTER'S IRON PHI PROGRESS.



STEP 14: SEND THANK YOUS

MAKE SURE TO THANK THOSE INDIVIDUALS, GROUPS, AND BUSINESSES THAT HELPED MAKE YOUR RACE A SUCCESS. THANK YOUS GO ALONG WAY, ESPECIALLY IF THE EVENT IS SOMETHING THE CHAPTER WANTS TO HOST ON AN ANNUAL BASIS.



STEP 15: WRITE A RECAP STORY FOR THE PRESS

BE PROUD OF YOUR SUCCESS. WRITE A RECAP OF THE EVENT AND SEND IT ALONG TO THE LOCAL NEWSPAPERS, PHI DELTA THETA, THE CAMPUS AND ANY OTHERS WHO MAY ENJOY READING ABOUT YOUR SUCCESS.

