

PHASE 2 INCREASE YOUR IMPACT

Invite more people

Spread the word and encourage your participants to do the same. The more walkers and runners you have, the more kids will receive clean water!

Here are a few recruiting best practices from our 6K host site alumni:

- Partner with local businesses to offer discounts or goodies to your 6K participants who bring in their race bibs.
- Promote at local running clubs—running stores usually have a group that meets weekly for a “fun run.” See if they will join your 6K and help spread the word.
- Invite youth groups, small groups, school clubs, and local universities (students often need volunteer hours throughout the year).
- Set a big goal and push it until your voice is gone! Always tie back to the children and families who you’ll be helping.
- Go door to door through your local neighborhood, especially to those located on your course for the 6K. Let them know the race will be happening right in front of them and invite them to be involved.
- Wear the shirt when promoting the 6K—it’s a conversation starter!
- Nonprofit events can sometimes receive free ad space in local TV, newspaper, and radio. Check with your local media.
- Recruit in open spaces. Set up a table outside the grocery store or in your office’s cafeteria.
- First launch didn’t get the impact you wanted? Launch again!
- Personalized invites work best—send texts and emails and make phone calls like crazy.
- Remind people who can’t participate in the 6K because of scheduling or other reasons that they can still donate or sponsor a child and make an impact.
- Incorporate the phrase “everybody can do this” into your recruiting vocabulary, because it’s true.
- Create a sense of FOMO (fear of missing out); have a special treat or a special person at your race and promote that with the 6K. Some restaurants provide food donations for local events, and local celebrities (think local musician, newspaper, or pageant winner) often love supporting a good cause.
- Activities for the kids are always a plus to get families to sign up.