



Chair Manual

Tortoise & Hair™ 5K & 1 Mile Run/Walk
Benefiting the National Alopecia Areata Foundation



National Alopecia Areata Foundation
65 Mitchell Boulevard, Suite 200-B San Rafael, CA 94903
415-472-3780 Fax 415-472-5343 * Web site www.naaf.org *
Email info@naaf.org

Dear Potential Tortoise & Hair™ Chair,

Our daughter, Abby, was six years old when she lost all of her hair to alopecia areata. We were devastated and numb with shock. We experienced emotions that are all too familiar to most of you who will read this. We struggled to maintain a “normal” life for our daughter while dealing with something for which we had no training and no answers. We decided early on that we wouldn’t make our struggle a secret. We spoke to Abby’s classmates and eventually to her whole school. We told everyone who asked (and some who didn’t) what we were dealing with. We attended our first NAAF conference in Norfolk, Virginia and slowly but surely started to get better. Abby was coping beautifully and we decided that if she could handle this then surely we could do the same. As parents, though, we felt powerless. We could not grow hair on our child’s head and we could not discover new drugs that would provide effective treatment. We could however raise money that would fund research that hopefully one day would do both of those things. We held a golf tournament called “Links for Locks” and experienced great success both monetarily and emotionally. It was pure therapy. For four consecutive years Links for Locks provided funds for NAAF and awareness in our community of Baton Rouge, Louisiana. Though we had planned the tournament for the fifth year, Hurricane Katrina hit our area and made that impossible. In the meantime Abby, now in middle school, had started to run cross country and was enjoying success at her sport. We asked if she’d rather host a run than a golf tournament and she enthusiastically said, “YES!” That’s how the “Tortoise and Hair” became a reality. With tremendous help from our friends, our church, our community, our local running club, and our sponsors, we were able to experience what I believe our whole family would say was an incredible blessing. We raised money, we raised awareness, and we created memories that are precious but more importantly Abby was able to help herself by doing something she loves.

When we started all of this, we just needed to feel like we were doing something positive that would help our daughter and others like her. We never imagined that we would be the ones who would benefit the most. If you have any inclination at all to try your hand at a fundraiser, my advice to you would be ...”Find something you love to do, and do it for NAAF.” If you want to host a Tortoise & Hair™ Run, we’re ready and willing to help you, but if not – be creative and dream big. You’ll be amazed at what can happen!

Sincerely,

Wendy and Brian Ter Haar

Event At a Glance

Monthly Breakdown

Six months before the event

- Meet with local Running Club

Four months before the event

- Choose Steering Team consisting of Volunteer Chair, Food & Beverage Chair, Fundraising Chair, Race Director and Prize Chairman
- Establish Core Committees, including logistics committee, program committee, fundraising committee and promotions committee
- Select the date, location and course for the run/walk
- Contact local government authorities for any applicable rules and regulations and permits
- Conduct the first full event committee meeting
- Develop the publicity plan
- Put together a list of potential corporate sponsors and in-kind donors
- Determine registration fees and develop written registration and other materials

Three months before the event

- Solicit corporate and in-kind donors*
- Begin to recruit event speakers and VIPs
- Contact NAAF and let them know your plans: date of event, approximate number of participants, and request brochures, letterhead, etc.
- Begin publicizing the campaign/ contact local media (including writing a news release about your event)*
- Reserve equipment, ie, port-a-potties, podium/stages, lighting (if applicable) time clocks (for the course), tables, chairs, generators, extension cords, PA system
- Determine award/trophy qualifications

Two months before the event:

- Begin registration*
- Establish volunteer assignments for the day of event*
- Confirm event speakers and VIPs
- Make sure database is correct & current
- Solicit run/walk merchandise, including trophies/awards and t-shirts*

One month before the event:

- Continue conducting committee meetings
- Reconfirm all event speakers and VIPs
- Finalize all arrangements and conduct a site walk-through
- Continue communication with volunteers*
- Confirm delivery or pick up of all donations, including t-shirts, trophies and/or awards, food, etc.
- Finalize the Tortoise & Hair TMday-of program for the event*
- Make sure all permits are complete and police and public authorities are informed

Day of Event:

- See attached

Following the event:

- Hold a post-event committee meeting to evaluate successes.
- Complete and return all spreadsheets, expense reports, contributions to NAAF within 30 days of the event.*
- Send a thank you not and/or a picture to each sponsor after the run/walk.*

* Samples of these documents are included in manual.

Getting Started

Key Steps in Detail

Contact NAAF for a Special Event Application: Return the application to NAAF at least 30 days prior to your event.

Look for a Runners Club in your area:

- Check with the President of the club about sanctioning your event. Schedule an appointment to meet with the running club staff. This should be done at least six months in advance. Most clubs offer event set-up, and you will be responsible for raising money, promoting the event and having volunteers to work the event.
- Most clubs have a fee.
- Be prepared to promote your event. Show past fundraising events or races that have been done for NAAF. Clubs get a lot of charities asking for help so be prepared.
- Have NAAF material with you. Tell them about alopecia areata and NAAF. Let them know that NAAF is an established 501 (c)3 non-profit organization. Sometimes clubs stay away from new organizations in fear they are not organized.

Select a date & time:

- The date & time of the run/walk is flexible. Remember, September is Alopecia Areata Awareness Month if you choose September.
- Time: Most are held early in the morning, but the event is not limited to the a.m. hours. You may opt for something different such as holding a sunset run/walk. Suggested times are as follows:

7-9:00a.m.	Registration
8:45a.m.	Opening Ceremonies
9:00a.m.	Run/walk/Run Begins
10:45a.m.	Post-event gathering with refreshments and/or awards
- Once you have a date, start to get volunteers to help with the event.
- Set a rain date, preferably the next day.
- Check with the local permit office to assure you aren't scheduling the same day as other major events in your area.

Select a route and meeting place:

- The runner's club may be able to help you with this.
- Try to get a community organization to sponsor your race by offering their property (i.e, starting & ending at a local church, city courtyard, mall parking lot).
- A loop route is highly recommended.
- The following are some different options to consider for the length:
 - 1 mile run/walk or sprint**-This route will allow children, the elderly, and people with disabilities to participate. Consider using this length for a stroller push
 - 5 kilometer (5k) run/walk** -Approximately 3.1 miles or 12.5 times around a high school track. Allot approximately 1.75 hours for participants to complete this course
 - 10 kilometer (10K) run/walk** -Approximately 6.2 miles. Allot approximately 3 hours for participants to complete this course

Permit:

- Check with the site to determine if a permit is required; if it is, follow all the instructions and requirements. Do this early! Get a list of the rules for using the site and follow them.

Insurance:

- Some run/walk sites will require proof of insurance. Please contact the NAAF office, info@naaf.org, for more information on this.

Set a volunteer meeting schedule

- Get volunteers to meet and go over the process of volunteering for a run/walk.
- Have handouts ready for them to take home. Set future meeting dates.
- Make these meetings simple and short. Most people want to help but they are short on time.

- Don't let the time get away from you. Business can be finished in an hour or so. Don't set too many meetings. Once a month is good until you get closer to the event. Have your last meeting the week before the run.
- Set job duties for volunteers (The more detailed you are, the smoother the event). Ask the runners club for guidance. They generally know how many people are needed to fill each area. For example, for a 300 registration race, have 6 volunteers at pre-registration tables and 6 volunteers at day-of registration tables.
- *See volunteer responsibilities & volunteer meeting details.*

Sponsorship:

- Sponsorship is vital to the success of your event. The sponsorship team should try to have everything donated or underwritten. **Remember, 100% of the proceeds are going to NAAF!**
- Anyone or any company can sponsor items for your event. Sponsorship can cover everything from refreshments, to balloons, sites fees, publicity and prizes.
- Decide how to recognize sponsors and what they get for their money (*see Levels of Sponsorship*).
- Set deadlines so you can get logos and information on the printed materials. As you get more sponsors, update the material. (*Note: You may want to print programs in batches so that you can continue to add sponsors in program*).
- As the event gets closer, start planning for food donations and drinks and door prizes. Make sure you recognize businesses that are giving in kind donations and the value. Keep a spreadsheet or some other way of tracking donations.

Design:

- We recommend using the Tortoise & Hair TMname and logo for your run/walk.
- Once you have a theme or design, develop a race flyer, posters, registration forms, etc (*see race flyer and registration form*). Try to get these donated*
- Have NAAF edit all of your work! Send all proofs to Laura at NAAF (laura@naaf.org) for approval. Most runner clubs will want to approve all materials as well.

Participant Recruitment:

- Media, newspapers, radio, TV, Runners Club newsletters. Most media will run an advertisement for sponsorship.
- Partner with local colleges and universities.
- Ask friends, neighbors, family, co-workers to run/walk!
- Contact local community groups such as the Girl Scouts, sororities, schools, churches, etc.
- NAAF Website, Support Group Involvement, if applicable.
- Talk about it! Word of mouth.
- Word to the Wise: there are a number of services out there to help with race registrations and t-shirt sign ups. Just do a web search or check out SignMeUp.com.

Fundraising:

- Proceeds from the run/walk will directly serve NAAF's mission. To raise additional proceeds, participants should consider soliciting individuals and/or businesses to pledge their run/walk by making a donation. Suggested techniques to raise pledges are as follows:
 - * Ask NAAF to set up a personal donation/pledge web page for you.
 - * Ask everyone you know (family, friends, neighbors, co-workers, etc.) to contribute a specific dollar amount to your run/walk.
 - * Have pledges check with their employers about matching gift programs-many companies match philanthropic dollars.
 - * Solicit pledges in honor of an individual with alopecia areata.
 - * Write a personal letter to potential pledgees that explains why it's important for you to participate in the run/walk.
 - * Send a thank you not and/or picture to each pledgee after the run/walk.
 - * *Use the attached pledge form as an example.*
- Send a flyer to the community using the local runners club data base.
- Also, don't forget to remind sponsors that 100% of their donation benefits NAAF, contributions are 100% tax-deductible, and checks should be made payable to the National Alopecia Areata Foundation (NAAF)

Event Merchandise:

- Order all t-shirts and trophies and/or awards at least 3 weeks prior to the run.
- Make sure you have a reputable t-shirt business. Check and double check that the sponsors' logos are on the shirt and the level of sponsorship is correct.*
- Have one of your volunteers help proof check everything. This will cut down on costly mistakes and oversights.
- Specify on the registration form that t-shirts are promised only to pre-registered runners. Close pre-registration one week before the event.

Event Prep (week of event)

- Equipment: (including but not limited to) tables, chairs for aid stations & finish line celebration. Boxes/tubs for transporting supplies. Canopies, PA system, extension cords, strong tape, scissors, race time clocks, port-a-potties.
- Have a lot of small printed maps of the course for runners to pick up.
- Supplies: (to be collected, purchased and assembled)
 - * **Aid Station Supplies:**
Energy Snacks & Hydration: (M&M's, red ropes, jelly beans, Pretzels, etc. in open storage containers for runners to grab; Gator-Ade, water, paper cups; napkins; trash bags, sharpies, hand sanitizer
 - * **First Aid Kit:**
Band-aids; rubbing alcohol; ace-bandage; Vaseline; antibiotic ointment; gel for cramping muscles; cell phone to call for help; paper; scissors; sharpies; push pins for sign making
 - * **Registration Team Supplies:**
Day –of Registration & Pre-Registration Teams; team size depends on number of registered runners; large manila envelope on clipboard for any donations handed in; Garbage bags, masking tape, sharpies for collecting runners' personal items, job descriptions
 - * **Safety Sweep Supplies:**
Team to run/walk each segment of course to assure everyone has completed that section and assist anyone who is injured. Must have a cell phone, map, telephone number of physician, garbage bags to collect debris
- Give photographer a list of pictures to take.*

Day of Event!

The Program

Begin your Tortoise & Hair™ event with a brief program highlighting NAAF. Consider inviting a VIP to speak

Welcome

- From Tortoise & Hair™ chair, local spokesperson, etc
- Remind the participants that they choose to run/walk because of their support of NAAF and desire to find a cure for alopecia areata
- Educate about alopecia areata (refer to NAAF Quick Fact Sheet)

Pre-run/walk Activities

- Five minute group stretch
- Sound a horn or cut a ribbon to signal the start
- Give the microphone to announcer
- Gather the alopecia areata participants and dedicate the run/walk to them

Post-run/walk Activities

- Give awards/trophies for runners/run/walkers
- Have lunch (if meal was donated)
- Tear down & clean up

The Tables

Refreshments/Setup

- Snacks (bagels, muffins or fresh fruit) and drinks (bottled water, juice, or sports drinks) are typically provided before, during and after a run/walk/run.
- Solicit vendors, especially those along the route, to donate these items for publicity at the event (in-kind)

NAAF Information Table

- Have a resource table near the registration table
- Display current NAAF brochures, newsletters, etc
- Have a sign up sheet for individuals who would like to receive more information
- Have donation information/donation box
- A dish of chocolate is a good way to get runners/run/walkers to the table!

Volunteer Responsibilities

- Determine location and date
- Research permits and applications
- Compiling data; spreadsheet for sponsorship listing, money raised expenses and registration forms from runners or run/walkers
- Printed materials-set up race registration forms, posters, etc
- Prepare sponsorship letters and folders (Have this ready before the first meeting so you can send home with everyone)
- Promote sponsors
- Publicity-newspapers, race publications, websites, radio, television, news channels, local listing of happenings in your area
- Solicit companies for food & drinks; get gift certificates for door prizes
- Take posters, fliers and registrations to local businesses for event coverage
- Develop logo/design
- Hold monthly meetings
- Stuff goodie bags for runners
- Make run/walk/run day kits (first aid, etc)
- Get t-shirts ready & organized for the runners
- Set job duties for each volunteer for event day; water tables, food tables, door prizes, NAAF table, pre-registration and day of registration, road volunteers (your runners club should be able to provide a list of what you will need also)
- Consider getting a DJ (It makes things more organized and livelier. Face painting and massages add a nice touch, too
- Have someone to introduce the event. Make sure you have that persons name on all of your printing
- Have someone in charge of posting Sponsor Signs along course

Samples
Forms, Flyers & Registrations

- Tortoise & Hair™ Race Flyer
- Tortoise & Hair™ Levels of Sponsorship Flyer
- Tortoise & Hair™ Sponsor Form
- Tortoise & Hair™ Registration Form
- Tortoise & Hair™ Registration Form
- Tortoise & Hair™ Pledge Form



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Tortoise & Hair™
5K Run/1 Mile Walk
Race Flyer

Sanctioned by the Manasota Track Club
Saturday April 1, 2015

Contacts: Patti Wood, XXX-757-5582 or email
Pwood003@XX.rr.com
& Susan Beausang XXX-362-7833 or email
Susan@xx.com

What: **Tortoise & Hair™**
5K Run/1 Mile Walk
Saturday, April 1st, 2015
8:00 A.M. Race Time
6:45 A.M. Race day registration/ Pre-race
pick up

Where: Siesta Public Beach, Siesta Key, Florida

Why: To raise funds and awareness for a poorly
understood autoimmune disease called
alopecia areata, which is a disease that
causes hair loss.

RAIN DATE: Sunday, April 2nd, 2015

National Alopecia Areata Foundation is a 501 c (3) organization. Your donation is tax deductible



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Levels of Sponsorship

Platinum

\$1000

Free entry for 6 runners

Company banner at check-in, large sponsor name on t-shirt,
Sponsor acknowledgement in Media Exposure, Recognition on sign at event,
Opportunity to provide advertising materials or samples in the
packets for runners

Gold

\$500

Free entry for 4 runners

Company banner at check-in, medium sponsor name on t-shirt,
acknowledgement in Media Exposure, Recognition on sign at event,
opportunity to provide advertising materials or samples in the
packets for the runners

Silver

\$250

Free entry for 2 runners

Recognition on sign at event, small sponsor name on t-shirts,
Opportunity to provide advertising materials or samples in the
Packets for the runners

Bronze

\$100

Recognition on sign at event, opportunity to provide
advertising materials or samples in the packets for the runners

Sanctioned by Manasota Runners Club

For more information please call Patti Wood xxx-747-5582, pwood003@xx.rr.com or
Susan Beausang at xxx-362-7833, susan@xx.com

National Alopecia Areata Foundation is a 501 c (3) organization. Other options for sponsorships and participation are possible. In
lieu of a cash sponsorship we would accept food, beverages, or door prizes including gift certificates and/or discount coupons.

Thank you for considering this opportunity.



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65 Mitchell Boulevard, Suite 200-B San Rafael, CA 94903
415-472-3780 Fax 415-472-5343 * Web site www.naaf.org *
Email info@naaf.org

Sponsor Form

Saturday, April 1st, 2015

Sanctioned by the Manasota Track Club

Thank you for supporting research for the National Alopecia Areata Foundation. Please check the level of giving and return this form to Patti Wood. All checks and forms must be received by **February 17th** due to the print schedule. Any donations made after this date may be only recognized at the event.

_____ Platinum \$1000 & up

_____ Gold \$500 & up

_____ Silver \$250 & up

_____ Bronze \$100 & up

_____ **IN KIND**

Your Name _____

Sponsor Name _____
(Name as you want to appear for publicity)

Address _____

Phone _____ **Fax** _____

Signature _____ **Date** _____

Visa/MC # _____ **Exp. Date** _____

Checks payable to:
NAAF

Mail checks and forms:
Patti Wood
XX Riverview Blvd.
Bradenton, FL 34209
XXX-747-5582
Pwood003@xx.rr.com



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Registration
Tortoise & Hair™ 5K Run/ 1 MILE Walk

Last Name _____ First Name _____

Address _____ City/State/Zip _____

() _____ () _____
 Home Phone Work Phone Email

SIGN ME UP!

- I'm registering as a runner/walker**
 I will walk as an individual
 I will walk as part of a team—Team Name _____

- I'd like to volunteer** (all are welcome, open to runners/walkers & friends)
 I also would like to make a contribution of \$ _____

REGISTRATION FEE

- \$15
 \$25 (includes a t-shirt, size (circle one): L / XL / XXL)
 \$125 (includes a t-shirt and a bald boogie print, mailed directly from the Foundation)
- I also would like to make an additional contribution of \$ _____
- My employer will match my donation.

- Method of Payment:** My check for \$ _____ payable to NAAF is enclosed.
- Please bill my: Visa or Mastercard in the amount of \$ _____

Account Number _____ Exp. Date _____ Signature _____

For all participants, please read this carefully:

Waiver and Release

In consideration of the opportunity to participate in this event, on behalf of myself or a minor or other person for whom I am legally responsible, I hereby acknowledge and assume any and all risks associated with my participation. Further, on behalf of myself or a minor or other person for whom I am legally responsible, I hereby waive any claims and release the event's sponsors, officials, their officers, directors, representatives, employees and/or agents from any liability for any injuries, damages, losses, or expenses that may be caused by or arise from my participation in the event or that of a minor or other person for whom I am legally responsible.

Photography

In consideration of the opportunity to participate in this event, on behalf of myself or a minor or other person from whom I am legally responsible, I hereby grant permission to the event's sponsors, official, their officers, directors, representatives, employees, and/or agents to use, reproduce, publish, or distribute, in any form of media, for the purpose of promoting or publicizing this event or similar future events, any films, video or audio recordings, or photographs containing my likeness or speech or that of a minor or other person for whom I am legally responsible without further approval from me.

Signature (Parent of guardian's signature if under 18) _____ Date _____

Thank you for your participation. Please return this form and registration fee to your Tortoise & Hair™ Chair

