

Suggestions for Holding a 5K

We are so thankful for your continued support and willingness to host events benefiting the Foundation. If you are interested in hosting a 5K fundraising event in your hometown, these suggestions and information may help make the process fun and memorable for everyone involved – including you!

First and foremost, as Mary Kay used to say, we recommend that you “Keep It Simple, Sweetie!” Putting on a full-scale 5K can be complex, expensive and time-consuming. Among other things, such an undertaking involves dealing with city zoning issues, closing off streets, working with your local police department, providing medical response personnel and contracting with a running organization to certify your course and provide the timing apparatus.

Instead, a much simpler approach, *and the one which we strongly suggest*, is to host a small-scale, yet fun, 5K fundraising event for your unit members. Here are some recommendations that can make this event fun and simple for everyone involved:

- Try to keep the number of participants within a manageable range. Less than 50 participants would be the ideal number for a small-scale event.
- Consider talking to your local school to see if you can use their track facilities for free. You also might consider contacting your local parks department to ask if they have a jogging trail you could use for free.

Consider offering two options at your event:

- A one-mile fun run/walk for families and “nonexercise” types. You might want to give a prize to the first male and first female who cross the finish line, and
- A 5K for those who are up for the challenge, which is 3.1 miles. (If you hold your event at a local track, that’s easy to figure out.)
- Attendees who don’t want to run or walk a 5K can show their support by being the cheering section. Runners and walkers need water to keep going, so don’t forget to have water stations available. And consider having a timekeeper with a stop watch at the finish line and award prizes for whatever categories you choose. Remember to use your imagination to make this a fun event for everyone!
- You could organize events for the kids (face painting, tug-a-war, prize wheel).
- Ask your local domestic violence shelter and local cancer organizations to come out and “staff a table” to talk with participants. You also can have Foundation brochures for everyone.
- You might consider asking local businesses to donate prizes, food, drinks, coupons, etc., for attendees.

If your town is small, you might be able to get some media attention, which will give you an opportunity to share information about the Foundation and its causes. If the local media expresses an interest in covering your event, we would be happy to provide you with some suggested information to share about the Foundation.

For more information, call Marijana Klapcic at 905-858-0020 ext. 2271 or e-mail marykaycares_canada@mkcorp.com