VIRTUAL EVENT

Introduction

Similar to physical runnning event, a virtual event is about a group of individual runners registering to run a fixed distance (multiple distances could be offered). The difference with a physical event is that the runners will not run at the same location, date and time. As organizer, you set the date and time range when participants can run.

Participants will run the registered distance, tracking can be done through many of runner tracking apps, like Strava, MapMyRun, RunKeeper, Running Distance Tracker+, Endomondo, Runtastic and others.

'How to' Checklist

1. **REGISTER** your event on the R4TW website
    We would love to hear from you! Next to that, there are several advantages for your self as well:
    → Get access to our help and experience
    → Get access to our global branding materials
    → Become part of something bigger than yourself

2. **ADVERTISE** your event, and make sure runners can register for your event. A social media page (Facebook, Instagram) is easily made and is a great way of announcing your event. It will also help to keep your followers updated in case you have any news to share.

    TIP: Reach out to us, we can help you with content or graphics for your social media campaign
    TIP: Google form or Microsoft forms can be used for online registration forms

3. **EQUIP** your runners to help them find sponsors for their achievement.
    The main things they will need are
    a. a flyer to share what they are doing and why
    b. a form, to register the sponsors
    We can help you with templates, just let us know

    TIP: Runners that are sponsored to receive an amount per kilometer/mile they run, are likely to raise the bar for their challenge, to maximize the result.

4. **RUN!…** And make sure your runners are tracking their run

    TIP: Most running trackers can synchronize their activities to the app STRAVA. Having all the results in one app makes it easier to finalize the ranking
    TIP: The "clubs" options from STRAVA is a great tool to capture all participants races (incl ranking) in one tool
    TIP: Have your runners make short video's or pictures and share these via your social media to connect with your runners

5. **FINALIZE** the ranking and celebrate your winners (sent prizes if you have)
    Gather the sponsor money (bank transfer may be most easy) and donate through the **OM COVID-19 RELIEF** page

Need help? Let us know: info@r4tw.org