

PARTICIPATORY SPORTING EVENTS AS FUNDRAISING VEHICLES

by

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Nonprofit organizations across the United States utilize participatory sporting events such as running or walking races in order to raise awareness and funds for their cause. Large events, for example the Nike Women's Marathon in San Francisco, attract thousands of participants and raise as much as \$16 million annually for one cause. Smaller events held in small towns to large cities may attract as few as one hundred participants and raise considerably less for their cause. Representatives of nonprofit organizations and race directors were interviewed regarding staff time and costs involved in producing a run/walk event held in Oregon. Recurring characteristics and best practices for a run/walk event were identified. In addition to the funds raised less the cost to produce the event, measurements of success for this type of special event may include factors such as educating and attracting new constituents to the cause.

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## CHAPTER I

### INTRODUCTION

In October 2007, USA Track and Field (USATF), the governing body of running in the United States, announced more than \$714 million was generated for charitable causes in the year 2006 by runners and walkers (Geer, 2007). USATF has been measuring the dollars raised through running and walking events since 2002. Over the course of time, USATF reported the amount raised has increased each year; in fact USATF chief executive officer Craig A. Masback asserted runners and walkers will soon raise a billion dollars in one year (Geer, 2007). In comparison, the estimated total for philanthropic giving in the United States for 2007 is \$306 billion (American Association of Fundraising Counsel, 2008). Special events are often used by nonprofit organizations as way to raise funds and awareness. Seltzer (2001) describes a successful special event as one that generates publicity, draws new members, educates the public, enhances relations with existing constituents, and raises money. Running and walking events, as a form of special events, account for approximately 0.24 percent of all charitable donations for the year. Despite this low percentage, nonprofit groups across the country continue to produce running and walking events as a way to raise both funds and awareness.

A review of running and walking calendars, such as [active.com](http://active.com) or [runtheplanet.com](http://runtheplanet.com), indicates there are thousands of “fun runs” held across the United

States annually. Some of these events, such as the Nike Women's Marathon held in San Francisco, are large-scale productions, attracting people who travel long distances in order to participate. The Nike Women's Marathon and Half-Marathon alone raised \$16 million in 2006 for the Leukemia and Lymphoma Society ("Nike women's marathon ", 2006). Women of all ages and abilities traveled to San Francisco to participate in this event. The majority of running and walking events are smaller in scale, attracting fewer participants. These events are no less physically grueling; some may argue that the smaller events are mentally tougher without the sheer volume of participants, spectators and live entertainment along the course to distract the runner or walker from the aches and pains. Smaller-scale events frequently support smaller organizations, and raise very little funds.

Successful special events, according to Seltzer (2001), not only raise money, but create publicity, attract members and volunteers, and educate and enhance relationships. Given the low percentage of funds generated by run/walk events, coupled with an increase in the number of run/walk events produced, this research project seeks to identify characteristics that may contribute to a successful event and make recommendations for a hypothetical event based on these characteristics. Informed nonprofit organizations may be better equipped to organize run/walk special events, or decide that such events are not worth undertaking, allowing their efforts to be better directed elsewhere for fundraising purposes.

## CHAPTER II

### LITERATURE REVIEW

Participatory sporting events are gaining popularity across the nation. Mass media publications targeting running enthusiasts regularly advertise sell-out events such as the Nike Women's Marathon in San Francisco and the New York City Marathon. According to running authority Joe Henderson, whether as a fundraiser or not, participation in running events has increased over the past two decades (J. Henderson, personal communication, October 17, 2008). Gillick studied the jogging phenomenon and how aerobic exercise, such as jogging, developed into a lifestyle (Gillick, 1984). Gillick described a series of unrelated events that led to the creation of exercise physiology as a field of study. One event described by Gillick involves cardiac specialists recommending jogging to patients as a way of recovering from a heart attack. Over the course of time, jogging and running grew in popularity as one component in a healthy lifestyle. By the 1970s, jogging was gaining momentum as more than just a physical health benefit. James Fixx, considered by many to have promoted running as a lifestyle, stated, "Running stimulates meditation, produces relaxation, relieves stress" (Fixx, 1977).

### Growth of Running and Walking Events

As running grew in popularity, the number of running events increased. Nettleton and Hardey studied how the London Marathon progressed from an effort to improve British running, and raise money for recreational facilities in 1981, to a mega-event that reached a capacity crowd of over 40,000 participants last year, according to the London Marathon website (Nettleton & Hardey, 2006). Today, marathon participation includes runners, walkers and run-walkers; women and men in near-equal proportions; and higher numbers of registrants than ever seen before (Henderson, 2004). Marathons were once the domain of elite male athletes. Today, older recreational runners and women are increasingly dominating marathons. Combining tourism with a running event is more evidence of the popularity and mainstreaming of marathon running. Travel for sporting events has increased substantially in recent years (Hinch & Higham, 2001). Any given issue of a running magazine today includes advertisements for running and walking vacations. Running enthusiasts can travel to Africa, Hawaii or even Antarctica to participate in a race and a vacation at the same time.

### Charitable Giving and Special Events

There are many reasons why people donate money to nonprofit organizations. Bekkers and Wiepking (2007) presented an extensive review of academic literature describing individual and household giving in terms of characteristics of who gives, and “eight mechanisms” describing why people give. These mechanisms include awareness of need, costs and benefits, and psychological benefits. The literature specific to donor

motivations can be used to assist nonprofit organizations in identifying potential groups of donors, and craft events to increase their appeal to those groups.

People in the United States have been using special events to raise money and awareness of charitable issues since the Civil War (Vander, n.d.). Nonprofit organizations of all sizes and causes use special events as a way to attract more people to their missions and their organizations. A fundraising special event can take many different forms, from a garage sale to a black tie gala evening (Seltzer, 2001). Different forms of special events will appeal to different people and their own specific needs. Building on Bekkers and Wiepking's idea of mechanisms to describe giving, a special event could be an opportunity for participants to fulfill personal needs, while contributing to a cause at the same time (Bekkers & Wiepking, 2007). For example, a participant in a run/walk event could have a personal need to exercise regularly; using the run/walk event as a motivational goal, the participant meets the need to exercise while simultaneously providing support to a cause of personal importance.

The literature recommends special events be used for more than just raising funds. Wayson succinctly suggests that a key goal of producing a special event is "... converting the special event buyer to an annual fund donor" (Wayson, 1998). The special event can also be a method of increasing board member involvement, identifying volunteers to tap for board service, an opportunity for staff skill development and professional growth, and a networking opportunity for the organization to increase its community connections. Special events are also opportunities to create new or enhance existing relationships, with corporations and small businesses through sponsorship opportunities. Sponsorships are

attractive to both the nonprofit organization and the business; the nonprofit can use sponsorship dollars to underwrite the costs of producing an event, draw more people through affiliation with a well-known business, and the business benefits from the publicity of being involved with a charitable cause (Allen, 2001a). Wendroff offers seven goals of strategic fundraising, goals that also apply to special events: raise more money than the previous year; update the mission statement; motivate both board members and major donors; attract new volunteers and future board members; increase the network of supporters; and marketing and endorsements (Wendroff, 1999). Klein sums it up by stating special events serve an important purpose by creating publicity, increasing awareness of the organization and finally generating new donations (Klein, 2007).

Careful planning is the cornerstone of a successful special event. Wayson suggests that special event planning include measurable action goals such as "...increase the number of donors by 10 percent ..." (Wayson, 1998). The planning process also includes creating a budget, a timeline and a "...master task list ... [of] all the tasks from the tiniest to the largest..." (Klein, 1999). Wendroff advocates using a "Master Event Time Table" for staying on track during the planning process (Wendroff, 1999). Planning also includes having a detailed post-event plan to thank those who attended, and continue to engage event attendees long after the event is over (Wayson, 1998).

Physical participation has been incorporated into special events for more than fifty years. The American Red Cross held a benefit basketball game as early as 1944 (Vander, n.d.), and according to its website, the March of Dimes held its first march in 1950. Though events such as walk-a-thons have been produced since 1969 (Seltzer,

2001), academic literature specific to participatory sporting events as fundraising activities is not as abundant. Klawiter (2000) examined three running or walking events with the purpose of raising money and/or awareness for cancer-related nonprofit organizations. All three events were situated in the San Francisco Bay Area. By observing through participation, Klawiter (2000) described three special events that utilized physical participation such as walking or running, but were very different in terms of participant demographics, sponsorships and event outcomes. Higgins and Lauzon (2003) also used participant observation, coupled with interviews to study twelve participatory sporting events as nonprofit fundraising activities in Canada. The authors concluded participatory sporting events could serve as a means of raising awareness and funds for nonprofit organizations.

Mainstream media, on the other hand, provide a look at the progression of the charity run or walk. *BusinessWeek Online* posted a report detailing the success of participatory sport fundraising events (Symonds, 2005), describing these events as "... a runaway success for fund-raisers." In 2007 *BusinessWeek Online* posted an article describing the phenomenon of a growing trend, the for-profit running event that "... outsource[s] the fundraising component to the runners themselves, allowing charities to make money without cutting into the revenue from sponsorships or registration fees" (Miller, 2007). The for-profit model encompasses run/walk events produced by an independent entity that operates as a for-profit business and dedicates a portion of the proceeds to charity. The growth of running events as charity fundraisers has brought about increased media scrutiny as well. In 2007, just days before that year's edition of the

Seattle Marathon, *The Seattle Times* reported that though the Seattle Marathon advertised their event as a benefit for the University of Washington Medical Center Patient and Family Housing Fund, none of the entry fees paid by participants would benefit the charity; instead only donations made in addition to the entry fees would be sent to the charity (Perry, 2007).

### The Future of Running and Walking for Charity

A small industry in race management has evolved from the growth in running, walking and cycling events for charity. For-profit race management firms now exist for both large and small-scale events. One of the first of these firms, Pallotta Team Works, was credited with creating a well-supported event for participants who not only endured a difficult physical challenge, such as a bicycle ride from San Francisco to Los Angeles, but also raised thousands of dollars each in addition to the entry fee in order to participate (Stockman, 2000). The founder of Pallotta Team Works, a Harvard graduate, saw this type of large-scale event "...as the future of fundraising" (Stockman, 2000). The growth of large-scale events, whether managed by a nonprofit or for-profit organization, also led to the creation of the Run Walk Ride Fundraising Council ([www.runwalkride.com](http://www.runwalkride.com)) created in 2007. This council, a membership organization created by the Cause Marketing Forum, has posted on its website a list of the top thirty fundraising events utilizing walking, running or bicycling as a form of participation. The website also posts information for race directors and nonprofit staff, to aid them in producing events with



higher monetary returns. This included case studies of both successful and unsuccessful events.

Executive directors and race directors have more information available to them today than when many of them established their run/walk events years ago. This study aimed to identify practices currently in use at the local level, and contribute to a growing body of knowledge the characteristics and best practices employed by small nonprofit organizations utilizing run/walk events as fundraising special events.

### CHAPTER III

### METHODOLOGY

In order to identify characteristics suggestive of a successful run/walk event, as described by Seltzer (2001), a qualitative analysis of running events held in the Eugene, Oregon, area promoting charitable causes was utilized. Executive directors, development directors, and independent race directors were interviewed to obtain registration, marketing, and planning data. Response elements appearing multiple times were identified and categorized as successes or challenges. The results of this research, coupled with elements of success as depicted by the literature, were used to create a hypothetical run/walk event.

A precedent study of participatory sporting events as charity fundraising special events was conducted by Higgins and Lauzon (2003) in Canada. The Higgins and Lauzon methodology included both participatory observation and interviews. Their study yielded information about event participation numbers, event format, and participant satisfaction. This project sought to identify common characteristics of running and walking events held in the Eugene, Oregon, area. The interview format was selected for several reasons. Directors of nonprofit organizations and running events, being very busy people, might not complete an impersonal survey. A written survey cannot collect observations, such as interviewee interest level or discomfort with certain questions, or take advantage of the

extra information many people naturally offer in a personal interview. A personal interview is similar to an in-person development contact meeting, placing the director of a nonprofit organization in a comfortable and familiar situation similar to donor meetings that she experiences on a regular basis. Finally, the interview format was selected because many people really enjoy an opportunity to talk about their work and the mission of their organization. The interview works well for collecting subjective material, as well as the observations and opinions of the subject. The interviews held were completely voluntary and interviewees had the opportunity of declining to answer at any time. Each person interviewed was asked for staffing and cost figures, but not all those interviewed chose to share this information.

The data collection instrument was modified when interviewing race directors. Race directors, for the purpose of this research, were not representatives of nonprofit organizations. They were independent of the causes their running and walking events support, and were not in a position to answer questions about the staffing, budget and internal processes of a nonprofit organization.

#### Data Collection

The interviews were held to gather information about the event history, planning process, marketing, costs, and amount of money raised for the cause. Specific questions asked included staffing levels and costs associated with planning and marketing the event. Cost to produce the event was sought in order to estimate whether the event could be considered a success. The data collection instrument used is available in Appendix B.

All nonprofit staff interviewed were asked to identify event tasks carried out by a contracted agent. Tasks such as course marking and timing typically are provided under contract by an independent race manager. Other tasks, such as planning and marketing, could be performed by either the nonprofit organization or a contractor specializing in such tasks.

### Sample Size

The area including and surrounding Eugene, Oregon, hosted forty-four running and walking events according to the Eclectic Edge Events “2008 Eugene Area Running Events” calendar (Appendix A). This project sought to study at least ten percent of the events held in this geographic region. Five of the studied events were selected because they were produced by a nonprofit organization with paid development staff; staff who could be spending their time on other fundraising activities. The sixth event was selected because it represented a growing model, the for-profit business producing an event with a stated mission of raising money for charity.

### Data Collection Procedures

The data collection process consisted of eight in-person, sixty minute interviews with representatives of nonprofit organizations and independent race directors utilizing a run/walk event as a special fundraising event. The interviewer used a data collection instrument with the purpose of maintaining consistency from one interview to the next.

Each person interviewed signed a written consent form agreeing to public disclosure of information shared.

### Data Analysis

The data analysis included identifying the similarities and differences of the represented events. Similar themes emerged suggesting there are elements that contribute to the success of a running or walking event in this geographic area. Those themes were identified as best practices. The elements that were described by interviewees as mistakes or things to avoid were identified as challenges.

## CHAPTER IV

### RESULTS

Six run/walk events held in the Eugene, Oregon, area were evaluated using information collected from interviews, and from the Internal Revenue Service form 990 for nonprofit organizations producing the events studied. Most of those interviewed were directly involved in the production of a run/walk fundraising activity. Two of the people interviewed were involved with an event that is no longer produced. An international running authority was interviewed to provide a historic perspective of running and walking events in the United States.

The six events studied include four events produced by nonprofit organizations, one event produced by a for-profit organization, and one event produced by an institution of higher education.

#### Advocates in Action

Advocates in Action is comprised of an eight kilometer run/walk course and a two mile walk course. This event has been held for five years and is produced by a single nonprofit agency as one of several annual fundraising events. Advocates in Action typically attracts 190 to 217 participants.

Advocates in Action seeks to increase community awareness and raise funds to support the organization's mission. One method used to increase community awareness involves placing the first name of a child in foster care on the number bib of each participant; in essence each participant runs or walks on behalf of a child.

### Scholarship Sprint

The Scholarship Sprint, a five kilometer running and walking event, began in 1998 as a memorial fun run in support of a University of Oregon Law student who passed away during his final year of law school. After four years as a memorial run, the event re-branded itself as the Scholarship Sprint, and proceeds of the event are sent directly to a University of Oregon scholarship endowment fund named in memory of the student. The Scholarship Sprint typically attracts between 250 to 280 participants and is held in conjunction with the University of Oregon's homecoming weekend each fall.

Organizers state keeping the memory of an outstanding student alive and bringing people together on campus as the main goals of this event. Raising funds for a scholarship endowment fund is not considered the primary goal.

### City Marathon

The City Marathon is run by a for-profit organization formed to produce a marathon event. In addition to a marathon, this event includes several shorter run/walk races including a half marathon, a five kilometer race, and a specially designed event just for children.

The City Marathon enjoyed a great deal of success in 2007 its first year, attracting 4,700 participants, and was heralded by the publication *Runner's World* as one of the best first year marathons in the nation. In its second year, this event drew 5,900 people.

The organizer of this event states the primary goal was to bring a marathon length event to Eugene, and to support the community through donations to multiple nonprofit organizations. The charities receiving funds from the City Marathon provide the majority of the volunteers to: fill participant race packets, staff the packet pick-up before the event, and perform a variety of support tasks on the day of the event. For example, a nonprofit organization providing water station volunteers during the event may receive a \$1,500 donation and an opportunity to provide informational literature at a booth or in the registration packet each participant receives.

### Riparian Promenade

The Riparian Promenade started as an AIDS walk over twenty years ago; its history predates the nonprofit organization that most recently hosted the event. The Riparian Promenade course along the Willamette River was about two miles in length. In recent years, the Riparian Rush, a five kilometer fun run was added to attract a larger audience. Organizers said event attendance varied considerably from year to year depending on the weather.

In the last few years of its existence, Riparian Promenade took a great deal of agency time and resources to produce and for this reason was discontinued. In the two years since then, the agency has recognized the event was more than a fundraising



opportunity. Riparian Promenade was an opportunity for clients and supporters to come together and publicly demonstrate to the community at large the important work of an HIV/AIDS support organization, as well as support each other in what is often a private health battle. Former organizers of this event state that if they were to produce Riparian Promenade again, they would probably not include fundraising as a primary goal, but instead would use the event as an opportunity for clients, volunteers and supporters to celebrate the work of the agency and increase community awareness of the HIV/AIDS epidemic.

#### Canine Canter

The Canine Canter, a five kilometer run/walk event, is produced by a single nonprofit organization as one of several fund and awareness raising annual events. The Canine Canter encourages participants to run with a dog, reinforcing this organization's mission as a humane society.

The Canine Canter has been held with mixed success for fifteen years. Representatives of this event candidly stated that the most recent year would be its last year if it were not successful. The Canine Canter ended up having one of its most successful years ever, raising more money than anticipated. This year's success is attributed to encouraging participants to become volunteer fundraisers, who raised pledges through the creation of individual fundraising websites, customized with their own photographs, personal information and the ubiquitous fundraising progress

thermometer. Canine Canter attracted more than 300 runners and walkers this year, tripling the 2007 attendance.

### March of the Bon Bons

Now in its twelfth year, the March of the Bon Bons set a record by attracting more than 1,600 participants in 2008. The March of the Bon Bons is comprised of a four mile run and a two mile run or walk course. Participants receive a chocolate truffle after completing their run or walk.

According to a former agency employee, the March of the Bon Bons is produced primarily by volunteers on behalf of a nonprofit agency that supports youth through mentorship programs.

Goals of the March of the Bon Bons include promoting awareness and raising funds to support agency programs. The agency's 'bolder options' program actively recruits male runners to mentor at-risk youth through running and other physical activities.

## CHAPTER V

### DATA ANALYSIS AND BEST PRACTICES

#### Data Analysis

Although many of the events studied did not list raising money as a primary goal, comparing funds raised by the event to total annual donations was an indicator of the significance of the event as a component of a fundraising program. Each person interviewed was asked to provide the dollar amount of funds raised, less the costs of producing the event. Not all interview participants shared this information. The figures provided were compared to the total amount of donations received in a year, as reported on a form 990. Table 1 provides a comparison of the amount each event raised in comparison to the respective organization's total donations received for one year.

Table 1. Funds Raised as a Percentage of Annual Donations.

EVENT	STAFF TIME	NUMBER OF PARTICIPANTS	COSTS	GROSS FUNDS RAISED	NET FUNDS RAISED	ANNUAL DONATIONS	EVENT AS PERCENTAGE OF ANNUAL DONATIONS
Canine Canter	Not available	300 <sup>1</sup>	\$10,000 <sup>1</sup>	\$30,000 <sup>1</sup>	\$20,000	\$502,359 <sup>2</sup>	4%
City Marathon	3 FTE <sup>1</sup>	5,900 <sup>1</sup>	\$170,000 <sup>1</sup>	Not applicable	\$10,000 - \$20,000 <sup>1</sup>	Not applicable	Not applicable
Riparian Promenade	.25 FTE <sup>1</sup>	100+ <sup>1</sup>	Not available	\$25,000 <sup>1</sup>	Not available	\$407,359 <sup>2</sup>	6% of gross funds raised
Advocates in Action	.5 FTE for 8 weeks <sup>1</sup>	197 <sup>1</sup>	Not available (sponsorships cover costs)	\$7,600 <sup>1</sup>	\$7,600 <sup>1</sup>	\$324,376 <sup>2</sup>	2%
Scholarship Sprint	Not available	250 <sup>1</sup>	\$14,000 <sup>1</sup>	\$16,000 - \$18,000	\$2,000 - \$4,000 <sup>1</sup>	\$3,000 - \$4,000 <sup>1</sup>	60% - 100%
March of the Bons	Not available	1,600 <sup>3</sup>	Not available	\$43,762 <sup>3</sup>	Not available	\$340,784 <sup>2</sup>	13% of gross funds raised

<sup>1</sup>Source: in person interview

<sup>2</sup>Source: IRS form 990

<sup>3</sup>Source: Committed Partners for Youth website

For five of the events studied, the amount raised as a percentage of total annual donations supported the claim made by many, including Klein, that special events are not necessarily good at raising money (Klein, 2007). The Scholarship Sprint appeared to be more the most successful event, however this event was the primary fundraising event for the scholarship fund.

Though nearly all of the organizations provided an estimate of the staff time to produce their run/walk event, the representatives interviewed were prodded to estimate the amount of time. The nonprofit agencies did not make a point of tracking the hours of staff time it took to raise just a few thousand dollars in revenue above costs. Only one organization evaluated the staff and volunteer time associated with producing a run/walk event; as a result of the evaluation, the Riparian Promenade event was cancelled after twenty years with moderate financial success. Unfortunately, specific information informing the decision to cancel the Riparian Promenade event was not shared with the interviewer. Seltzer (2001) suggested that in order to keep costs down, nonprofit organizations use volunteers as much as possible to organize their special events. A paid employee may need to oversee the volunteers, in which case, this suggestion might not result in a cost savings. The March of the Bon Bons is produced primarily by a dedicated volunteer group, with assistance from development staff. By using volunteers, the organization's development staff are able to continue soliciting gifts and deepening relationships with donors (M. Erickson, personal communication, November 4, 2008).

### Best Practices

One of the race directors interviewed operates a for-profit company that produces up to fifty events per year in multiple states, and has twenty-one years of experience with running and other types of physical fitness events. He listed several keys to a successful run/walk event, including maintaining the same date from year to year, providing participants a unique experience, longevity of event, and sponsorships (W. Wycoff, personal communication, October 1, 2008). These characteristics of successful run/walk events were reinforced by the events studied.

The date of the event can have an impact on its success. Dates that compete with other run/walk events or other significant community events may not draw as many participants. Dates should remain fairly consistent from year to year for long-term event success. For example, the Riparian Promenade was always held on the Saturday before Mother's Day. Regular participants of Riparian Promenade could count on a consistent date from year to year (D. Lang, personal communication, October 14, 2008). The March of the Bon Bons provided another example of date consistency. Always held in February, this event attracts a higher number of participants because there are fewer competing run/walk events during the winter (J. Henderson, personal communication, October 17, 2008).

The events studied occur in the same geographic area, and attract participants to run or walk in support of an organization. It is likely that many of the same people participate in more than one event studied. Most of the events studied provided something unique to participants. The Scholarship Sprint started inside Hayward Field, a

location steeped in running history, and a place where many participants do not normally run. The Canine Canter encouraged participants to run or walk with a dog, in contrast to many events that discourage or forbid dogs. The City Marathon is presently the only organized marathon length event in this community. The March of the Bon Bons and the Advocates in Action both offer distances other than the standard five kilometer course.

The number of years an event is held is another factor in its success. The longer an event is around, the more likely it is to be successful. Both Joe Henderson and William Wycoff agreed the running and walking community tends to view an event with a long history as one that is most likely well-managed, with an ample supply of food and water, and good support for participants.

Special event literature stressed the importance of using corporate sponsorships to underwrite the cost of the event. Schmader and Jackson (1997) described sponsorship, whether in-kind or financial, as a necessity to any special event. They advocated event organizers carefully research and connect with businesses that will underwrite all or a portion of the event production expenses as means of increasing their own image, name recognition and ultimately their sales. Sponsorships were stated by nearly all those interviewed as the key to any special event, whether it is a run/walk event or another type of event. By using sponsorships, whether cash or in-kind, to cover the costs associated with producing the event, all of the registration fees can be allocated to the mission of the organization (M. Roberts, personal communication, October 23, 2008). Stewarding the corporate sponsors of the run/walk event was just as important as securing the sponsors prior to the event. Corporate sponsors expected a return on their investment; therefore,

nonprofit organizations should provide a summary of the event to each sponsor (Allen, 2001b). Allen described this report as a snapshot of the number of people who were exposed to the sponsor's name, how many times the corporate sponsor's name appeared on banners, take-home items, race numbers and other items, as well as a dollar value for the exposure the sponsor received. Allen described the report as "...a terrific sales tool for renewal or extension of the sponsorship." Allen also pointed out that retaining the same sponsors over multiple years is a sign of a strong special event. Additionally, stewarding corporate sponsors for long-term commitment to the event offered nonprofit staff an opportunity to use time that may have been spent seeking new corporate sponsors for other development activities.

Run/walk events involve numerous different tasks, and take a large group of people to complete all those tasks. All of the organizations interviewed rely on volunteers in order to produce a special event. Volunteers assisted with everything from participant registration, and race number pick-up to staffing water stations along the run/walk course and standing at intersections to direct participants and inform oncoming motorists of temporarily closed roadways. The City Marathon partnered with nonprofit organizations as well as youth athletic clubs in order to garner enough volunteers to cover over twenty-six miles of the run course, and provide service to thousands of participants.

#### Challenges of Run/Walk as a Special Event

This form of special event faces numerous challenges. Likely participants in these events should be viewed as savvy purchasers in a market full of choices. A poorly



managed event that does not start on time, or properly stock and staff aid stations, is less likely to attract repeat customers next year. A lack of differentiation in distance or location from other run/walk events, or not understanding what runners and walkers want in an event, can also negatively impact the registration level of same event the following year. The events studied mitigated these challenges by fine tuning event management from year to year, offering a unique location, distance or element to their event, and hiring a professional to measure and time their event.

There are several other challenges that posed a threat to the success of the run/walk events. One of the most important but least recognized challenges faced by the events studied was the limited pool of potential participants. With the exception of the City Marathon, the events studied primarily attracted people in the local area who enjoy running and walking, and are willing to pay to exercise and support an organization's mission at the same time. Many runners and walkers participated in order to test themselves on a measured and timed course (J. Henderson, personal communication, October 17, 2008). The City Marathon, which enjoyed a fairly large number of registrants, drew from a larger geographic pool of participants because marathoners were willing to travel in order to participate in a marathon distance event (Henderson, 2004). Understanding the group of people most likely to participate is key to long-term success. Keeping in mind that the same people are likely to participate from year to year, organizations producing events should endeavor to keep their event fresh. Relying on the same formula each year and not paying attention to changing tastes of the likely participants will drive people away and decrease the value of the event (Schmader &

Jackson, 1997). In order to keep their event relevant, the Advocates in Action included runners on their planning committee. They realized several years ago that run/walk participants were losing interest in tee shirts as a take-away item from the event.

Advocates in Action switched to hats two years ago, and they are considering a different take-away item for the 2009 event (C. Baltzer, personal communication, October 21, 2008).

The run/walk form of special event may attract participants unfamiliar with the cause or nonprofit organization the proceeds benefit. Creating a connection between the event participant and the nonprofit organization can be difficult. Advocates in Action placed the name of a child in foster care on the bib of each participant to help strengthen a connection between the run/walk participant and the children served by the event. Nonprofit organizations attempt to provide cause-related education to participants on the day of the event. These efforts may fall short because participants preparing for a physical challenge might not be receptive to an educational moment.

According to those interviewed, the biggest challenge faced by the events studied is the weather. All those interviewed stated that their registration numbers are noticeably higher on good weather days than bad. Some of those interviewed said that few participants registered early, that many wait until the day before or even the day of the event to decide whether to participate. Though cold or rainy weather may reduce the number of participants, events offered reduced entry fees to early registrants as an attempt to mitigate influences of poor attendance due to weather.

Impeccable planning was identified in the literature review as an important aspect of any special event. Some of the organizations interviewed relied gave an impression of haphazard planning, often relying on the memory of staff or volunteers who planned the previous year's event to aid the person planning the next run/walk event. The run/walk format does present specific requirements, such as being ready to respond to life safety risks. Nonprofit organizations without detailed and deliberate plans for all contingencies run the risk of not only having an unsuccessful event, but in jeopardizing the health of the participants.

Volunteers are a common denominator in all of the events studied. Run/walk events require a large number of volunteers, and often ask those volunteers to stand outside for long periods of time. Selecting and training volunteers is a challenge that may be overlooked by some organizations producing this type of event. Potential volunteers need to understand the type of job tasks asked of them, and be comfortable telling the organization if they are assigned to an unsuitable task. Volunteer coordinators need to understand the variety of tasks involved with a run/walk event, and whether the current volunteer pool is capable and willing to perform these tasks. Volunteer coordinators also need to have time available to assess volunteer strengths, assign volunteers to specific tasks and then provide training. Volunteers working along the course of a run/walk event need to know not only their assigned job, but also how to quickly summon assistance in the event of a medical emergency.

Another challenge faced by the events studied included increasing the funds raised as a result of the run/walk event. Most of the events studied had a base registration

fee; only the Canine Canter included a pledge component. The pledge system has been used for many years by nonprofit organizations, and schools; it creates another competition within the run/walk event. Participants can compete against each other in terms of the dollars they raised via pledges. Nonprofit organizations should recognize the event as an opportunity to ask for financial support both on the registration form, and at the event itself.

Increasing cause awareness was the number one response of most organizations interviewed when asked to list goals for the run/walk event. Most nonprofits can do more to provide information and education to both participants and spectators of run/walk events. The promotional literature and take-away items should all have the name of the nonprofit organization prominently displayed. Registration materials ought to include a short paragraph about the organization, the mission, and why supporting the organization is important to the community. All volunteers and staff present at the run/walk event should wear shirts with the name of the organization on them, not just with the name of the event or the sponsors. Creating a unique event serves to attract media attention as well as participant attention. Consider each event an opportunity to issue at least three press releases; announcing the date, time, location of the event several weeks in advance; announcing any exciting last minute developments the day before the event; and announcing results the day after the event. Each press release needs to contain brief information about the organization producing the event. Generating interest from media representatives should be a sub-goal of producing a run/walk event. Nonprofit organizations should have a spokesperson ready to issue a statement on the day of the

event. Ensure the spokesperson is wearing the organization's name on a shirt, jacket or hat, and is prepared to speak to the camera. Nonprofit organizations exist to serve a cause, and need to leverage any special event into an opportunity to increase awareness of the cause and how the nonprofit addresses that cause.

## CHAPTER VI

### ILLUSTRATION

As discussed in the literature review, special events are not necessarily an efficient way to raise money; nonprofit organizations should carefully consider whether a special event, and a run/walk event in particular, is a good fit for their organization and their goals. The Seltzer (2001) definition of a successful special event included raising money in addition to other variables, such as mission education and increasing the number of friends of the organization. A run/walk event provides a unique combination of personal accomplishment and shared experience. The ambience of run/walk events is difficult to describe, and can have a powerful effect on participants. For some participants, being outside is reason enough to enter a run/walk event, for others, an opportunity to publicly push themselves to reach a difficult goal is another reason. The run/walk format accommodates both those with a competitive or personal reason to participate, as well as those who just want to be part of a healthy, social group experience. The number of run/walk events appears to be growing alongside a fitness lifestyle movement.

There are various factors to consider before selecting the run/walk format of special event. Not all nonprofit organizations would be well served by this form of special event. Table two identifies some of these factors and related discussion questions

to aid a nonprofit organization in the decision to produce a run/walk event. A hypothetical run/walk event is provided to illustrate a few of the best practices discussed in the literature and identified in this study.

Table 2. Factors to Consider.

Factor	Considerations
Mission	<p>Is the run/walk format consistent with the mission?            Would holding this type of event promote the mission?            Is run/walk compatible with one or more programs?            If run/walk does not enhance the mission, can the event be successful?</p>
Board	<p>Do board members understand or enjoy the run/walk format?            Do any board members participate in other run/walk events?            Does the board support utilizing run/walk as a special event?            If the board is not enthusiastic about run/walk, can the event be successful?</p>
Staff	<p>Which staff members will be tasked with organizing the run/walk event?            Do these staff members have the skills necessary to organize a run/walk?            If not, are these skills you would like staff to develop?            Are staff members receptive to this type of special event?            Do staff members want to learn to organize a run/walk event?            What tasks won't be accomplished while staff are learning and/or organizing this event?            Does the organization need to hire additional staff, or contract with an independent race director?            Is this a professional growth opportunity for the staff?            Will the staff see a connection between the mission and a run/walk event?            Will the staff be seen at the event as supportive and enthusiastic?            Can this event be successful if staff does not support it?</p>



Table 2 (continued).

Factor	Considerations
Volunteers	<p>Does the organization have a volunteer pool large enough to support a run/walk event?</p> <p>Run/walk events are usually held outdoors; is the volunteer pool willing and able to stand in adverse conditions for hours?</p> <p>Is the volunteer pool willing to get wet handing out cups of water?</p> <p>Is the volunteer pool willing to stand at an intersection and ask oncoming drivers to stay clear of the run/walk course until the event is over?</p> <p>Are there additional sources of volunteers the organization could summon?</p> <p>Would partnering with a service group, a club, or another nonprofit help supplement the existing volunteer pool?</p> <p>Would the organization want to partner with another group to have enough volunteers?</p> <p>Does the organization have a volunteer coordinator familiar with run/walk tasks?</p> <p>Would the volunteer coordinator have time to add this task?</p> <p>Are volunteers who would help with a run/walk event the type of volunteers the organization wants to attract?</p>
Constituents	<p>Will the constituent group identify with a run/walk event?</p> <p>Will the constituent group want to be involved with a run/walk event?</p> <p>Does it make sense for the constituents to either participate or assist in some way?</p> <p>Would hosting a run/walk be disrespectful to your constituents?</p> <p>Could the constituents lose confidence in the organization if it holds a run/walk event?</p> <p>If run/walk does not appeal to the constituency, does it make sense to hold the event?</p>

Table 2 (continued).

Factor	Considerations
Community	<p>Will a run/walk event increase organizational visibility?</p> <p>Will community members participate in a run/walk event?</p> <p>Will a run/walk event attract new volunteers, constituents, and donors?</p> <p>Will community members know more about the organization because of the run/walk event?</p> <p>Can the organization create a media opportunity via the run/walk event?</p> <p>Are there businesses that would support a run/walk event?</p> <p>Does it make sense for existing corporate partners to support a run/walk event?</p> <p>Will the run walk/event promote the mission and enhance organizational programs?</p> <p>If the community does not see a connection between the run/walk event, and the organization, does it make sense to hold the event?</p>
Long Term Fundraising Plan	<p>Is a run/walk event consistent with the long-term fundraising plan?</p> <p>Can the event be used to move the organization closer to its goals?</p>
Strategic Communication Plan	<p>How will a run/walk event fit with a communication plan?</p> <p>Will this event generate media interest?</p> <p>Identify the ways this event will increase free media opportunities</p> <p>Can this event increase cause awareness in this community?</p>

### Hypothetical Event

A nonprofit group with a mission of hiking trail maintenance may choose to hold a trail run/walk event to raise awareness for their mission, attract new members, provide a party of sorts for existing supporters, and raise funds. A run/walk event held on local trails suits this organization because its members enjoy hiking, running or spending time in the outdoors. The organization regularly provides trail maintenance on city-owned hiking trails, and the opportunity to enjoy the fruits of their labor is appealing to many members of the organization.

#### *Planning*

First steps include setting a date that does not conflict with popular local events, contracting for race director services, securing necessary city permits to use the trail, and soliciting corporate sponsorships. The organization contracts with an independent race director to provide the following activities: online calendar and event information, online registration, registration data management, course measuring, and course timing. The organization can expect these services to cost between \$800 and \$1,200 (C. Baltzer, personal communication, October 21, 2008). The run/walk event will occur within the city of Eugene, Oregon. The city requires a permit for gatherings of more than 250 people, racing activities, or any activities that will use sidewalks, streets or other rights of way ("City of Eugene recreation services: Are you planning an event? We can help," 2008). The permitting process can take up to six months; submitting the application a year in advance is preferable.

Additional pre-event activities include printing and distributing registration forms. The organization uses brightly colored, legal-size paper with black ink. The registration form is also an opportunity for the nonprofit organization to summarize information about their mission and programs, as well as solicit funds via a line requesting a donation in addition to the registration fee. A local company provides in-kind printing and folding of the registration forms. Volunteers distribute the registration forms to outdoor retailers, health clubs and other locations where outdoor enthusiasts gather. Additional registration forms are mailed to all friends of the nonprofit organization and retailers within a two-hour drive, with the thought that potential participants are willing to drive up to two hours to participate in a trail run/walk event. A review of publicly available results from two run/walk events held in Oregon indicate a small percentage of participants' home towns were up to two-hour drive from the event venue.

### *Sponsorships*

Ideally, one company will be a title sponsor of the run/walk event, and at least three other companies will provide lower levels of sponsorship. The nonprofit organization may have to contact ten or more companies in order to secure the desired number of sponsors. The title sponsor name will be used in all written and verbal communications about the run/walk event. Schmader and Jackson (1997) advocated for "... sponsor opportunities" that included specific and measurable methods of publicly recognizing the sponsor in connection with the event. Sponsorship solicitation packets are designed to persuade potential sponsors of the positive community exposure they will receive by supporting the event. Packet information includes a description of how many

times a company name will appear in print, be mentioned during publicity announcements, interviews, and day of event public announcements. The packet describes participant and volunteer demographics, and anticipated numbers of participants, volunteers and spectators. Corporate sponsors are offered a number of entries, as well as a covered viewing area at the start and finish line area.

Within two weeks of the event, the nonprofit organization will provide each corporate sponsor with a report of activities. The report will be tailored to each sponsor, and include a description of the event, the amount of sponsor exposure, actual demographics and color photos of the event with the sponsor name and/or logo prominently displayed. The nonprofit organization will stay in contact with each sponsor throughout the year; soliciting their suggestions for improving the event, deepening the relationship between the nonprofit and the sponsor, and increasing the likelihood that the companies will renew their sponsorships at the same or a higher level next year (Schmader & Jackson, 1997). All event participants will receive either an email or a post card thanking them for their participation, sharing a few key points about the value of their participation, the importance of trail maintenance, contact information to become more involved, and the date for the next year's run/walk event.

### *Volunteers*

Special events often utilize a large number of volunteers to carry out the numerous tasks, such as assembling the packets containing a participant's number, information about the event, the nonprofit organization and the corporate sponsors. The packet often contains a take-away item with the name of the event and the title sponsor

prominently displayed. Common take-away items include cotton or technical fabric shirt, a hat, or a water bottle; of the events studied in this report, five provided a shirt and only one provided a hat. Volunteers staff the packet pick-up desk before the event, as well as water and food stops along the run/walk route, providing directional support at confusing intersections along the route, and support after the event. Volunteers for the sample event include current volunteers of the host organization, and youth groups with an outdoor activity focus such as a high school track team. Volunteers need training in order to carry out their assignments and serve as representatives of the nonprofit organization to run/walk participants and spectators.

### *Education*

Integrating education about the nonprofit organization and its services are essential components of any special event (Wendroff, 1999). For example, the Canine Canter provided mission and program education through the free fundraising pledge software program participants were encouraged to use, text on the registration form, and an information booth in the finish line area (C. Lieberman, personal communication, October 1, 2008). The hypothetical event educates potential new members and donors utilizing several methods. The registration brochure and website will prominently include the nonprofit organization's name and mission, as well as provide a place for registrants to add a donation to their registration fee, or even register as a non-participant of the event. The day-of-event volunteers will be dressed uniformly in a short sleeve shirt identifying the nonprofit organization, and its mission through the use of a catchy slogan. The take-away item for this event will be a reusable water bottle with a hands-free,

running-friendly waist belt. Participants will be encouraged to carry the water bottle during the event, as a way to reduce the number of disposable paper cups. Reducing waste and discouraging the practice of dropping cups on the ground are compatible with the mission and values of the nonprofit organization. Participants and starting line spectators will hear a very brief description of the organization's mission, as the volunteer of the year presentation will be made just prior to the start, and the honored volunteer will serve as the official starter of the run/walk event. The mile markers along the course will include a brief message about the mission of the organization; though the faster participants of the event may not read these, slower participants, spectators and volunteers will see some of the messages. All participants crossing the finish line will be congratulated by an officer of the organization, and thanked for their contribution to the mission by participating in the event. The organization will prepare pre- and post-event press releases, and have talking points ready if local media are present on event day.

### *Evaluation*

After the event, staff members and volunteers will carefully evaluate the experience, comparing what worked well, what to change for the next run/walk event, and what to eliminate. Input from participants as well as volunteers and staff regarding all aspects of the event from location, to course, food, ease of registration, and finish line can provide a valuable planning tool for next year's event (Wendroff, 1999). Post event evaluation will also include a full accounting of all expenses. The food, water, and take-away items were all donated, and the corporate sponsors provided enough funding to cover the registration forms, publicity kits and other miscellaneous items; however, the

full accounting must also include the number of hours by both staff and volunteers to produce the event. The nonprofit director will analyze all the information: the number of registrants, the expenses, the value of staff and volunteer time to produce the event. The organization will determine if the number of new volunteers and donors, as well as the funds generated, by the run/walk event offset the amount of time and expense to produce the event.



## CHAPTER VII

### CONCLUSIONS AND RECOMMENDATIONS

This project set out to identify characteristics of successful running and walking events in the Eugene area held as fundraising events for nonprofit organizations, and apply them to a hypothetical run/walk event in support of a charity.

Eight people were interviewed about running and walking events. Those interviewed included executive directors and staff members of nonprofit organizations that produce run/walk events. Additionally, two for-profit race directors and one international running authority were interviewed to provide balance and perspective.

Data collected in the course of the interviews were analyzed to identify themes that may contribute to the success of a run/walk event located in the study region.

Though the Eugene-area hosted over forty-four running and walking events in 2008, only thirteen percent of those events were produced by the nonprofit organizations benefiting from the event, instead of produced by a professional race director. In keeping with a growing national trend (Miller, 2007), the majority of the run/walk events in this region were produced by for-profit race directors, and a portion of the proceeds are donated to a charitable cause.

### Implications for Practice

The characteristics identified in the study of these run/walk events reinforced best practices of special events identified in the literature review. One of these practices included the use of sponsorships to cover the costs of the event, freeing up all funds generated for the organization (Allen, 2001a). Meticulous event planning and organization were described by those interviewed as important components of the longevity of events. One person interviewed brought her event planning notebook to the interview, complete with procedures, checklists and timetables. Planning and organization are two keys to successful special events (Klein, 2007). Selecting a date that does not compete with other events in the community, and maintaining that date from year to year were cited by some of those interviewed, as well as by Klein, as important to the success of an event. Finally, a nonprofit organization may want to consider allowing someone else to organize the event as a benefit for their organization; such as a professional race director or experienced volunteer. By using a volunteer or contracted race director, the nonprofit organization may give up some control of the event, and could increase the costs to produce the event. The benefit, however, is that the nonprofit organization could concentrate development staff time on soliciting donations from existing donors, as well cultivating relationships with new friends introduced to the organization through the run/walk event; meanwhile, a professional race director or experienced volunteer may have the expertise to produce an event more in keeping with other well attended events in the region. Nonprofit organizations considering hiring a

professional race director would do well to compare the costs of the organizer to the potential funds raised by a development staff unencumbered by event planning.

As discussed in the literature review, the participatory sporting event as a fundraising event has not received as much attention from academic researchers as other philanthropic or charitable activities. Areas for further study include analysis of staff and volunteer time to produce a run/walk event in relation to the funds raised by the event; quantifiable non-monetary benefits to a nonprofit organization; participant behavior, for example, what influences the decision to participate; and whether the growing number of for-profit participatory sporting events such as the Rock 'n' Roll Marathon series, a run/walk event held in eight U.S. cities attracting thousands of participants and raising millions for charity, inhibit the ability of local nonprofit organizations to successfully use participatory sporting events.

APPENDIX A

CALENDAR OF RUNNING EVENTS IN EUGENE, OREGON, 2008

## 2008 EUGENE AREA RUNNING EVENTS

\* Event dates, locations, times, distances and contact information are tentative - check with event organizers to verify. Events may be added or deleted throughout the year.

DATE	EVENT	TIME	DISTANCE(S)	LOCATION	PHONE	WEBSITE	DATE CONFIRMED
1-1-2008	First Run	10am	5K	Valley River Inn	541-484-9883	eclecticedgeracing.com	Yes
1-26-2008	Winter Predictor	10am	6K	Skinner Butte Park	541-484-9883	eclecticedgeracing.com	Yes
2-10-2008	Truffle Shuffle	12-45pm	4mi	Alton Baker Park	541-344-0833, ext 105	eclecticedgeracing.com	Yes
2-16-2008	Couples Classic	9:30am	5K	River Road Park	541-688-4032	goodrace.com	Yes
3-8-2008	Run For The Shamrock	9:30am	10K, 5K	Alton Baker Park	541-345-3285	goodrace.com	Yes
3-15-2008	Lucky Clover	9am	10K, 5K	Dorris Ranch Park	541-484-9883	eclecticedgeracing.com	Yes
4-6-2008	Oregon Marathon Relay	9am	26.2mi	EWEB	541-686-0527	oregontrackclub.com	Yes
4-20-2008	Recycle Run	9am	15K, 5K, Relay	Eastgate Woodlands Park	541-484-9883	eclecticedgeracing.com	Yes
4-27-2008	Leadership Dash	9am	5K	Alton Baker Park		eclecticedgeracing.com	Yes
5-3-2008	CASA Champions For Children	8:30am	8K	Marist HS	541-964-3132	caso-line.org	Yes
5-4-2008	Eugene Marathon	7am	Mar. Half, 5K	Eugene	877-345-2230	eugenemarathon.com	Yes
5-11-2008	Rerun Run	9am	5K, 1mi	Alton Baker Park	541-484-9883	eclecticedgeracing.com	Yes
5-17-2008	Jog For Jim	8am	5K 20K, 10K	13th & Koward	541-346-3297	goodrace.com	Yes
5-26-2008	RidgeLine Ramble	8am	Relay	RidgeLine Trail	541-484-9883	eclecticedgeracing.com	Yes
5-31-2008	Been To Run Challenge	8am	5K/15K, Relay	Alton Baker Park	541-484-9883	eclecticedgeracing.com	Yes
6-7-2008	Run For The Mountain	8am	5K	Balsud Rec Area	541-682-2000	www.cso-line-or-us-parks.com	Yes
6-7-2008	Eugene Challenge MfE	10am	1mi	5 <sup>th</sup> & Pearl	541-484-9883	eclecticedgeracing.com	Yes
6-7-2008	Vitality Run	8:30am	5K	Sprucefield	541-343-7414	goodrace.com	Yes
6-14-2008	Sleep Hill Chase	9am	5K	Alton Baker Park	541-343-7414	goodrace.com	Yes
6-21-2008	Datalogs 5K	9am	5K	Datalogs (959 Terry St)	541-484-9883	eclecticedgeracing.com	Yes
7-4-2008	Aquafino Butte To Butte	8am	10K, 4.5 mi	Spencer Butte MS	541-484-9883	buttebutte.org	Yes
7-12-2008	Run In The Country	7am	Half/Mar	Coburg	541-343-7414	eclecticedgeracing.com	Yes
7-19-2008	Run In The Park	8am	8K, 5K	Harry Holt Park - Creswell	541-343-7414	goodrace.com	Yes
7-19-2008	Wilamette Valley 10K/30K Walk-Run	8am	10K/30K	Alton Baker Park	303-282-1677	wonders-of-walking.com	Yes
7-26-2008	REH Peak Challenge	8am	5K	3 <sup>rd</sup> & Lawrence	541-484-9883	eclecticedgeracing.com	Yes
8-9-2008	Scandia Run	8am	10K	Junction City	541-998-1171	goodrace.com	Yes
8-23-2008	Kelly Butte Classic	8am	8K	Eastgate Woodlands Park	541-484-9883	eclecticedgeracing.com	Yes
8-24-2008	Rover Romp	8am	5K	Green Hill Humane Society	541-689-1503	goodrace.com	Yes
8-30-2008	Run The Dam	8am	15K/5K	Cottage Grove	541-942-2176	goodrace.com	Yes
9-6-2008	Run For Young Life	8am	10K/5K	Cottage Grove	541-484-9883	eclecticedgeracing.com	Yes
9-13-2008	Tro-Trial Challenge	8am	7K/1K/3K	Frank Kinney Park	541-484-9883	eclecticedgeracing.com	Yes
9-14-2008	Run For Sustainability In Schools	9am	10K/5K	Alton Baker park	541-484-9883	eclecticedgeracing.com	Yes
9-27-2008	Northwest Cross-Country Classic	10am	5K	Lane Community College	541-343-5530, ext 2570	eclecticedgeracing.com	Yes
9-28-2008	Fall Celebration Run	8am	8K	Alton Baker Park	541-343-5601, 541-942-7127		Yes
10-4-2008	11's Fun Run	9am	5K	Pleasant Hill	541-343-7414	goodrace.com	Yes
10-11-2008	Duck Dash & Walk	8:30am	5K	U O F O	541-346-3865	goodrace.com	Yes
10-18-2008	Pie's Trail X-Country Challenge	9:30am	7K/5K/3K	Pie's Trail - Alton Baker	541-484-9883	eclecticedgeracing.com	Yes
10-19-2008	Rippling River Run	10am	5K	EWEB - Alton Baker Park	541-686-1842	eclecticedgeracing.com	Yes
10-25-2008	Monstia Dash	10am	10MI/5K	Slocum	541-343-7414	goodrace.com	Yes
11-8-2008	Lifeforce Challenge	9am	10K/5K	Frank Kinney Park	541-484-9883	eclecticedgeracing.com	Yes
11-22-2008	EWEB Run To Stay Warm	9am	5K/10K/HM	EWEB	541-484-9883	eclecticedgeracing.com	Yes
11-27-2008	Turkey Shuffle	8:30am	5K	Splash Swim Park - Thurston	541-343-7414	goodrace.com	Yes
12-13-2008	Jungle Bells Run & Walk	9am	8K + 5K	Maurie Jacobs Park	541-484-9883	eclecticedgeracing.com	Yes
12-31-2008	First Run	11:59pm	5K/10K	Valley River Inn	541-484-9883	eclecticedgeracing.com	Yes

Updated 8/18/2008



APPENDIX B  
DATA COLLECTION INSTRUMENT

Name:	Event:
Date/Time:	Cause:
Interview location:	Event goals:

**Event**

Longevity:	Registration history:
Sport:	Most recent:
Distance:	Previous years:
Why this type of event: (if event independent of cause – why this cause)	

**Planning**

In House: Y/N	Contract: Who:	Duration:	Key components:
FTE: Planning: Event: Post:	Why this contractor:		
Describe planning cycle:			

**Marketing**

Print:	Radio:	TV:
Where:	Where: When:	Where: When:
Quality: B/W or Color Size of layout	Length of spot: Talent: 1/2/3+	Still w/voice over Motion: Talent:
Other types of Marketing:		
Duration of Marketing:		
In house or contract:		

**Costs**

Planning FTE:	Marketing/Promotion:	Event management:
Day of event FTE:		

**Amount raised for the cause**

Most recent:	Previous years:	Next year:
Goal amount:	Goal amount:	Goal amount:
Fundraising style of event: set fee/minimum + levels/large scale FR by participants		
Describe FR training/support if large scale FR by participants:		

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