

The No One Ever Tells You

GUIDE FOR RUNNING AND ROAD RACES

What
New Runners
Should Know

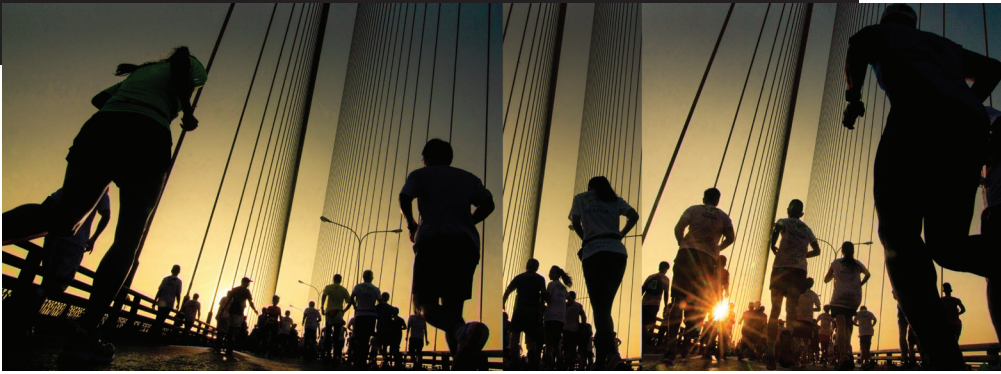
FOR RACE DIRECTORS

**HOW TO CREATE A
BETTER RACE**

**REPURPOSE AND RECYCLE
YOUR RUNNING SHOES**

TOP TIPS
FROM A RUNNING
COACH





Dear Runner,

We're fortunate to have runners on our team, who talk about the freedom, clarity, and challenge of running. Everyone we've met in the running community through marathons, conferences, or our **Sneakers For Good Program** has made us become huge supporters of the sport.

To fuel that passion of runners and race directors, we put together a guide that will give you information about:

- What new runners should know.
- For race directors, how to create a better race.
- How to successfully repurpose and recycle your running shoes.
- And, finally, top tips from a running club coach for starting and experienced runners.

We want to wish you great running for many years to come. And don't forget to use your **#Sneakers4Good**.

Sincerely,
The Team at Sneakers4Funds

7 Tips

FOR NEWBIES TO MARATHONERS

Courtney and Angela on our team are marathoners. Here are their top 7 tips for runners of all levels.

 @wanderlist_adventures



- 1. Expect the unexpected:** Running is a sport that will challenge you in ways few other things can so always expect the unexpected.
- 2. Love your sneakers:** The reality is that running shoe preferences are different depending on age, gender, and even the time of day a runner chooses to run. Choose wisely.
- 3. Get familiar with chaffing:** Unfortunately, one of the challenges for any runner is the chaffing that happens. Angela is a fan of Body Glide, and Courtney recommends Aquaphor.
- 4. Electrolytes and energy gels:** Courtney prefers Mauerten, and Angela likes Gu. And never rely on the race to supply sufficient and preferred drinks and energy gels.
- 5. How to dress:** A major tip in cooler or cold weather is to dress as if it's 10° to 20° warmer. You'll get hot fast as you start to run, so layer and take off clothing as you get hot.
- 6. Vacation doesn't mean a holiday:** Use vacation time as a chance to run in different conditions. Consider cross-training and challenge yourself to a tough hike or biking.
- 7. Be grateful—always:** Especially for new runners, make it a point to be thankful. There's pain in running, but you can get past it by taking each mile as a "gratitude mile."

HOW TO *Increase the Revenue* OF YOUR ROAD RACE

If you're a passionate runner and race director, you want to ensure the highest revenue possible. Fortunately, there's a lot you can do, including increasing the number of runners, the amount charged or adding fundraisers, and others.



QUICK PRO - TIP

Visit our site at Sneakers4Funds.com for more articles and tips!



Know your runners: One of the quickest things you can do is ensure that you have registration pages on your site. Also, ensure you understand why your runners want race.



Put a training program on your site: Many people who sign up may not have experience. So, help them get ready for your run by posting a training program and ideas for preparing.



Blog and email: An easy thing for (SEO) is to blog regularly about running and training ideas. Send emails driving people to the blog, and also ask them to share your articles.



Ask sponsors for help: Get good at attracting corporate and business sponsors. Ask them to help you promote your race for corporate social responsibility (CSR).



Work social media: Create a brand hashtag for the race. Post regularly, tag influencers, and ask your supporters to share the love.



Vary the distances: People like different distances. If your race is a marathon, add a half-marathon. And, if your road race is a 5K—add a 10K for more participants and revenue.

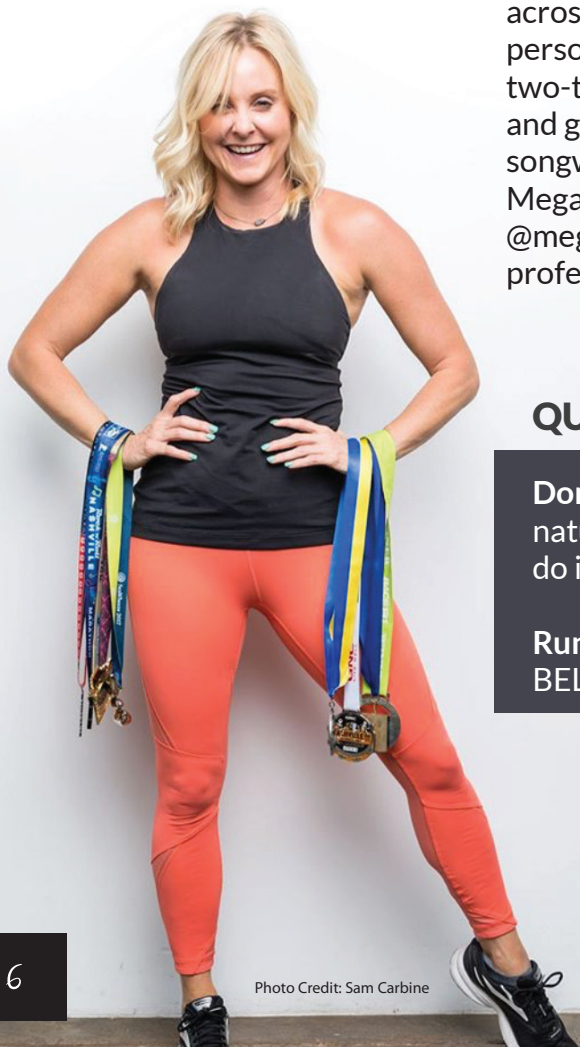


Raise money for a good cause: So many road races are open to charitable causes. Add something creative, such as donating sneakers, to raise money for a good cause.

AN INTERVIEW WITH A

Badass Running Coach


Megan Conner Fitness at inspireatrun.com and SWT-LIVE.com, previously based in Nashville, trains people across the country. She's a personal trainer, running coach, two-time Boston marathoner, and gold and platinum record songwriter. You can follow Megan on Instagram @meganconner! Check out her professional running ideas.



QUICK PRO - TIPS

Don't overthink it. Running is naturally built into us, so just do it. It's about mindset.

Running is mental. You have to BELIEVE YOU CAN.

 @meganconner


 @swtlivetogether

Photo Credit: Sam Carbine



1. RUNNING SHOES!!!

Everything starts from your base—from the ground up. So you want to make sure that you have the shoes and inserts that are right for you. Everyone is so different that you need to get fit for your feet and gait.



2. Miles are miles, are miles.

Whether you're walking, running, or jogging—in the end, all miles are miles. This idea is something to keep in mind when training. Just getting there, doing the miles, no matter how you do them COUNTS.

3. Train slow/race fast.

Most people think you need to run hard—WRONG. Most of your miles, you need to keep at an easy pace when training, especially for endurance races. Training at race pace, doing speed work, and adding in tempo runs are helpful and sometimes essential, but knowing when to add them is crucial. Every run doesn't need to be hard.

4. Finish strong.

Don't go out too hard. When you're training and racing people tend to get excited and yes, you feel great at the beginning, but conserve that energy! Finish stronger than you started and shoot for negative splits in a race (which means finishing the last half faster than the first.)

5. Ask for help.

Seek a coach or a program to follow once you have a goal or even if you're just getting back to training. Running is a high impact sport, and injuries are easy to come by when you're putting a lot of impact on your body.

A Virtual Fundraiser to Engage Your Supporters Today for **FREE!**



Sneakers For Good Program

A unique and innovative program that helps the athletic community recycle their running shoes and sneakers. Here's how it works:

one



Get started.

When you sign up, we'll send you prepaid shipping bags, collection boxes and flyer templates, **for FREE!**

two



Collect and bag sneakers.

Fill the prepaid bags with 15-20 pairs of gently worn, used and new **running shoes.**

three



Ship your bag.

FREE shipping - drop your bag off at any UPS location or get a pickup with your deliveries.

four



Celebrate your check.

Once we receive and process the bags of sneakers, **WE PAY YOU** or a charity of your choice!

Sign up and show off your social good!

Share your impact with
#sneakers4good

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