



## Paws for the Cause Timeline

- Nov Request event date for next years' race thru Trak Shak – Rick Melanson  
Reserve Veterans Park for day of race, complete required forms and mail deposit – City of Hoover – Erin Colbaugh  
Begin obtaining sponsors for next year. Larger companies must budget for donations.
- Dec Take a rest!
- Jan Revise Sponsor form and print  
Work on a script for team. When visiting a potential sponsor, ask if they would be willing to display a race poster or entry forms.  
Encourage team members to attend/work a race for experience.
- Feb Nail down Title Sponsor  
Revise Poster and Entry Form with Title Sponsor  
Print Poster and Entry Form – Workshops Inc. – Carl Free  
Review Race Directors Checklist and check off items as completed
- Mar Update Active.com website and send out email to previous runners with next run date/info.  
Update Paws4theCause website – Martha Lewis – 612-0511, Twitter and Facebook  
Contact S.C. Humane Society - Jennifer Russo – 937-6300 to update their site and attach links for race forms
- Apr Create volunteer handout for Alumni and make copies (50)  
Distribute posters to team. Post Trak Shak-280, Homewood & Trussville. Get them displayed – laying on a back seat does no good.  
Deliver Entry Forms (200) to Charles Thompson with Trak Club – he takes to running events
- May Attend S.C. Leadership graduation – distribute volunteer hand-out  
Meet with Jones Sportswear to place initial order for shirts
- Jun Take Poster/Entry forms to Alabama Outdoors (30), Humane Society (100), and all sponsors  
Finalize Race Course  
Remind Team to work an event prior to yours so they will be educated!  
Get updated insurance certificate from Humane Society and mail to Hoover with Race Entry form so they have the waiver.  
Advertise – al.com, newspapers, radio, tv. See attached contact list.

- Jul      Distribute flyers to Trak Shak runners on Wednesday night in Homewood, Sunday morning training clinic and Saturday training run, if possible
- Aug      Touch base with Rick Melanson – coarse, flyers, Active.com, #vol's needed  
1<sup>st</sup> week – order medals, trophies, ribbons and certificates  
2<sup>nd</sup> week – send script to Hoover for electronic signs posted 2 wks prior to race  
3<sup>rd</sup> week – Finalize back of shirt with sponsors and email to Jones Sportswear. After layout is approved, order shirts  
Order signage needed for day of event - Sign Graphics – Scott Owen 669-9700  
2 weeks before race, schedule meeting with team to stuff bags  
7-10 days before race date, pay balance due to Hoover
- Sep      5 days before race, gather all donations, finalize stuffing race bags and review final details with team.  
1<sup>st</sup> week – Pick up shirts, bandanas  
RACE DAY – see Race Day Instructions  
Write follow-up story to submit to newspapers  
Send thank you letters to sponsors immediately with a race photo.