Thank you for signing up to plan an independently organized Dressember 5K in your city! Inside this digital packet is everything you will need to know to make your run impactful (and legal).
STEP ONE: MAKE YOUR TEAM PAGE

1. Set up your team page at dressember.org/fundraise. We recommend labeling your team page as the name of your city. This will make it easy for others in your area to find the run and join your team. (i.e. San Francisco Dressember 5k). Here’s a quick step by step guide for setting up your team page! Go to dressember.org/fundraise and click on this button.

2. Select the option to start a team.

HOW DO YOU WANT TO FUNDRAISE?

Select an option below to begin:

- Fundraise on my own
- Join a team
- Start a new team

3. It will first have you create your individual page. This is a great opportunity to share why you’re planning a 5k and what the fight to end trafficking means to you.

4. Next, it will prompt you to create your team page. This is a great opportunity to include links to either a Facebook event or Eventbrite. We’ll cover this on the next page.

*BONUS OPTION* You can now connect your Facebook to your campaign page which will allow you to set up a linked Facebook fundraiser!

Need help setting up your page?
You can always reach out to us at hello@dressember.org.

www.dressember.org
STEP TWO: MAKE SIGNING UP EASY!

Share your page! Now that you have your individual and team page, share them with your community and invite them to join you. They can join directly through your team page by clicking “join team”

Now that your team page is set up, you’re going to want to set up either a Facebook event or a free Eventbrite so that others in your area can find out about the run and join it. Note that with Eventbrite, you can receive email addresses to contact them directly. We recommend including the Facebook event link or the Eventbrite event link into your Team Page description to make it easy for others to find more information about the race.

STEP THREE: PROTECT YO’ SELF!

We want to make sure that you’re legally protected so we recommend having each participant of the run fill out the form at the end of this packet. This form protects you from being liable in the event that a participant injures themself during the race. We would like to thank our lawyers for this one.

WHAT’S NEXT?
We’re so glad you asked.
The next step is to lock in a date and plan out the details for your run.

www.dressember.org
PLAN YOUR ROUTE

Think of a 3.1 mile path in your area. This could be a park, a beach path, or a neighborhood. Keep in mind that large, formal events in public places will most likely require permission or permits while smaller, more informal events might not. Be sure to check to see what permissions you’ll need before planning a public event.

Plan out logistics. Will you mark your course? Will you have a water stop? Will you have music playing or post-run food?

ESTABLISH GOALS

Make goals for your run. Each run is different and it’s up to you how you want it to go. Set a reasonable goal for yourself. Maybe you want to get 10 people to participate and have a more informal run or maybe you want to go big with a formal 5k and try to get 100 people to attend. Shoot for the stars, but have clear goals in mind.

GET THE WORD OUT

Get the word out. Once your plans are in place, utilize your network to get the word out. Use social media and send out personal invites.

SPONSORS

Event sponsors can help take your event to the next level. Here are our best tips for securing sponsors for your event: Be personal & concise in your outreach:
- Explain WHY you are running + where the funds are going
- Ask for things rather than cash. Ask grocery stores for gift cards to buy waters, breakfast items, bars and / or drinks for the race.
- Ask local shops for gift cards or items to gift your top runners. (Note that Dressember can’t offer tax-receipts for businesses).

For more tips and a printable informational flyer, click here. Thank your sponsors with a follow-up!

www.dressember.org
MAKE THE FIRST DONATION:
Show your friends and family that you’re committed to the cause.

USE OUR RESOURCES:
We have a helpful resource page with graphics you can share and print to help raise awareness. Find them in our fundraising toolkit.

SHARE YOUR PAGE:
You have influence! Your campaign page URL is easy to share and be sure to use #YouCanDoAnythingInADress #Dressember5K!

WRITE PERSONAL LETTERS:
Everyone loves snail mail!

HOLD A BAKE SALE:
Girl Scout cookies got nothing on your homemade cheesecake!

FIND THE PERFECT MATCH:
Matching campaigns are game changers. Ask your company or a local business to match donations.

CELEBRATE EVERYTHING:
Did you get an awesome anonymous donation, or beat your record race time? Celebrate with your community!

www.dressember.org
PRE-RACE CHECKLIST

- Let your runners know that they can buy race day apparel at bit.ly/dressember5kmerch
- Remind everyone where you’ll be meeting to start the race. Google map coordinates work well for this!
- Set up a table with water halfway through the race for runners to grab. Hang up any signs or route markers that you have.
- Have consent forms on hand for all your runners to sign (attached at the end of this packet).
- Print your race bib (attached at the end of this packet). Be sure to add a number to identify your place!

POST-RACE CHECKLIST

- Thank your participants and let them know the impact they’ve made!
- Thank any donors or local businesses that helped make your event a success.
- Be sure to leave the race path just as you found it and clean up any litter.

WE’RE HERE TO HELP!

While this is an independently planned event, we’re here with you every step of the way. Feel free to reach out to our team at hello@dressember.org.

www.dressember.org
STANDARD 5K LIABILITY WAIVER AND RELEASE

WAIVER OF LIABILITY FOR PERSONAL INJURY, DEATH, OR PROPERTY DAMAGE: The Organizer acknowledges and understands that during the Organizer’s use of the Media, road race participants may be exposed to a variety of liabilities and risks, foreseen or unforeseen, which are inherent in road races, such as 5Ks, half marathons, marathons, and related activities. These inherent risks include, but are not limited to, the dangers of *serious personal injury, death and property damage* resulting from, but not limited to: (i) physical exercise and exertion; (ii) physical contact with other Race participants; (iii) falling or tripping due to environmental hazards, uneven surfaces, or debris; and (iv) other health hazards associated with physical activity and outdoor events (collectively the “Injuries and Damages”). Organizer further acknowledges and understands these Injuries and Damages cannot be entirely eliminated.

Organizer fully understands and agrees that Dressember has not tried to contradict or minimize Organizer's understanding of these risks. Organizer knows that Injuries and Damages can occur by natural causes or activities of other persons, environmental circumstances, staff of Dressember or other third parties, either as a result of negligence or because of other reasons. Organizer understands the risks of such Injuries and Damages involved in any road race during my use of the Media.

In consideration for Organizer’s acceptance as an eligible user of the Media, ORGANIZER CONFIRMS THEIR UNDERSTANDING OF THE FOLLOWING:

To the fullest extent allowed by law, Organizer agrees to WAIVE AND DISCHARGE CLAIMS AGAINST, RELEASE FROM LIABILITY, INDEMNIFY, AND HOLD HARMLESS DRESSEMBER and its parents, subsidiaries and affiliates and their respective past and present officers, directors, stockholders, managers, members, partners, agents and employees (collectively, “Released Parties”) from and against ANY AND ALL LIABILITY on account of, or in any way resulting from, any Race participant’s death or personal injury relating to their participation in the Race bearing any of the Media, even if caused by NEGLIGENCE of the Released Parties; Such negligence could involve negligent assessment of a race’s feasibility in a given area and/or location. Organizer understands and intends that the assumption of risk and release is binding upon Organizer’s heirs, executors, administrators and assignors. This waiver and release is intended to be as broad and inclusive as is permitted by law.

________________________________________________________     ________________________________
Printed Name                                              Date

________________________________________________________     ________________________________
Signature                                                 Date
YOU CAN DO ANYTHING IN A DRESS (OR TIE)