Room to Grow

5K WEEKEND

JULY 16–17, 2022
Multi-City • Run • Walk • Ride

PARTICIPANT TOOLKIT
HOW TO REGISTER
Visit bit.ly/RtG5kWeekend or scan QR code

*link is case sensitive!

REGISTRATION INSTRUCTIONS
To register visit bit.ly/RtG5kWeekend and complete the steps below:

1. Select the Register Button.
2. Select “register as an individual”, “start a team” to create a new team, or “join a team” to register with an existing team.
3. After entering team details, select your preferred registration level using the “+” sign on the right.
4. Add a registration level for each participant (ex: for a family of four, select four registration options!).
5. Once you have made your selection, click on the “Register” button at the bottom right of the page.
6. Enter each participant name in the “attendee” box and select the “next” button at the bottom right of the page.
7. Enter an additional donation amount or select the “skip donation” section on this page.
8. Enter your name and payment information, and select the “purchase” button at the bottom right of the page.
9. You’re registered! You will receive a confirmation email with a link to your personal fundraising page, as well as a link to your team page (if applicable). Customize your pages with photos and set a personal goal before sharing with family and friends!
WHAT TO EXPECT

We’re bringing together our global community! Join us on social media, during our Instagram live, or at one of our Boston-based in-person meet-ups and #5KYourWay.

@roomtogroworg    @RoomtoGrow    @roomtogrownational

SATURDAY, JULY 16
In-person Meet-up: Back Bay (Boston)

SUNDAY, JULY 17
In-person Meet-up: Lower Mills (Dorchester)
3:00 PM: Live Streamed Finish Line Celebration (New York)
Once your participant page is set up, it’s time to recruit others to donate or join your team. Below are a few ideas to get you started!

**BEFORE THE EVENT**
- **Set a goal.** Are you running for a certain time? Do you want to recruit 10 friends to join your team? Are you trying to hit a fundraising goal?
- **Customize your fundraising page.** Update your goal on your fundraising and team page (if applicable), add a photo and write a little bit about why you chose to support RtG by participating in the event!
- **Share how you plan to participate!** Whether you’re joining an in-person group, running in your neighborhood, or meeting those miles on a treadmill at home, tell us how you plan to complete the 5K on social media using #RtG5kWeekend. Don’t have social media? Email your photos and updates to Chloe Kimball so we can share them for you!
- **Invite family and friends** to join your team or donate to your page using the email draft on page 5!

**EVENT DAY**
- **Post your progress!** Share photos or videos throughout the day of your run or walk – or a screenshot of a map if you are tracking it! Use the hashtag #RtG5kWeekend in all your posts.
- **Celebrate your way!** Are you running with your friend or doing something special to make the day fun? Use the hashtag #RtG5kWeekend to tell us!

**AFTER THE EVENT**
- **Thank** your donors, team members, family and friends for their support!
- **Celebrate!** Did you reach your personal fundraising goal? Did you hit a personal record? Did you have a great time? Share your best moments with us on social media using #RtG5kWeekend.

**HELP US GET TO THE FINISH LINE**
Our goal is to raise $55,000 to support Room to Grow. By setting your individual fundraising goal, you’ll keep your supporters motivated and help drive progress towards this finish line. **Here’s how your donation can support Room to Grow:**

- **$50** makes learning fun with educational toys
- **$100** supplies a safe sleep environment for one newborn
- **$250** covers the cost of shipping bundles to six families
- **$500** builds a family’s library of 130 books
- **$1,000** provides one year of clothing for one child
- **$2,500** ensures one year of program resources for one Room to Grow family
EMAIL TEMPLATE

Use the email draft below to invite your friends, family, colleagues, neighbors, and more to support Room to Grow’s 5K Weekend. You can make this message your own by sharing how you plan to participate this year and what your goals are for fundraising, growing your team, or otherwise!

(the highlighted areas indicate potential areas for personalization)

Hello [NAME],

Personal note: I hope this email finds you doing well! I’m reaching out to share that I’m running/walking/participating in Room to Grow’s 5K Weekend on July 16-17, and I need your help!

Room to Grow’s vision is that one day all parents will have the resources they need to unlock their families’ potential and become champions for babies and their communities. They provide structured 1-1 parent coaching, material goods (like books, toys, and clothing), and community connections (such as housing and mental health services) to support parents as they activate their natural strengths and expand their knowledge, so children thrive from the start. Room to Grow currently partners with over 1,100 families living in low-income communities in Boston and New York, and hopes to enroll around 1,600 families by 2023.

Would you consider supporting my run/walk/fundraiser by making a donation to help me hit my goal of $x by DATE? And don’t miss out on the fun! Register to run and join my team by searching [team name] during registration. Optional personal note: We’re going to celebrate after the run/walk with brunch on Zoom!

Best,

[NAME]
Join the celebration on social media! We’ll be sharing about our preparations for the 5K Weekend, as well as day-of activities throughout the weekend, and you can help us get the word out! Follow us and don’t forget to use the hashtag #RtG5kWeekend and try to add one of the event graphics (see below) when you post!

Can we give you a shoutout on our platforms?
Email your 5K photos to chloe.kimball@roomtogrow.org or text them to 617.402.5170.

HANDLES AND HASHTAG
- Instagram: @RoomtoGroworg
- Facebook: @RoomtoGrow
- Twitter: @RoomtoGrow_org
- Event Hashtag: #RtG5kWeekend

THINGS TO SHARE ON SOCIAL MEDIA
- Training runs/walks
- Team gatherings (remote or in-person!)
- You and your 5K swag (bib, shirt!)
- Your planned 5K route or picnic spot
- & more!

SAMPLE POSTS
(the highlighted areas indicate potential areas for personalization)

- Want to get outside with me? Join my team (the insert name) for the #RtG5kWeekend July 16-17. What’s better than a good walk, run, or ride for an amazing organization that supports families and babies in Boston and New York? Register here bit.ly/RtG5kWeekend #RtG5kWeekend
- I registered for @RoomtoGrow_org’s 5K Weekend, July 16-17. Join me in getting some great exercise and giving back to a great organization. You can run, walk, ride a bike or even hit the treadmill, just join me. bit.ly/RtG5kWeekend #RtG5kWeekend
- I signed for @Roomtogroworg’s 5K Weekend, July 16-17 and I’m committed to fundraising $xxx to support families and babies in Boston and New York. Join me in the #RtG5kWeekend and help me reach my goal. Visit bit.ly/RtG5kWeekend to learn more.

SAMPLE POSTS

- I registered for the @RoomtoGrow_org 5K Weekend, July 16-17. Join me in getting some great exercise and giving back to families and babies in Boston and New York. You can run, walk, ride a bike or even hit the treadmill, just join me. bit.ly/RtG5kWeekend #RtG5kWeekend
- Interested in joining me in a 5K this summer? I registered for @RoomtoGrow_org’s 5K Weekend and I committed to raising $$$ in support of families and babies. Will you join me? bit.ly/RtG5kWeekend #RtG5kWeekend

ASSETS
- Post
- Story
Q: How do I start a team?
A: Visit bit.ly/RtG5kWeekend and select the Register Button. Then, select “Start a Team” to create a new team.

Q: Do I have to start my run at a particular time?
A: No! We have people joining us from all over the world for this event, so while we’ll be highlighting exciting moments from the weekend on our social media, we invite you to take advantage of the flexibility and complete the 5K on your own time! If you’re in Boston and want to join one of the in-person meet-ups, there will be one in the Back Bay on Saturday and another in Lower Mills on Sunday.

Q: What if I am unable to leave my home?
A: You can still participate! A 5K is roughly 6,250 steps — walk around your home, or use your home gym equipment like a treadmill or bike to reach your goal!

Q: How will I know if I have completed a 5K?
A: There are many ways to plan your route. Map a route of 3.1 miles around your home or neighborhood, use a fitness app to track your progress, or, if walking leisurely, plan for a 60–75 minute walk.

Q: What if I’m not sure my team already exists?
A: Search the team name by selecting “join a team” and type a keyword into the search bar.

Q: How do I register family and friends?
A: Register family and friends all together by adding additional registrations to your cart. Or, register each team member at a later time by selecting the “join a team” feature.

Q: Can I change my registration level later?
A: While we cannot adjust the original order, you can always register again for an additional level or package. Have questions about adding additional levels? Contact Chloe Kimball to learn more.