

ZEBRA RUN

FOR RARE DISEASE

Zebra Run Pop Up Toolkit

Introduction to the Zebra Run

The Zebra Run for Rare Disease is a fundraising and community building event organized by the United MSD Foundation to raise money for multiple sulfatase deficiency (MSD) research. The event has been held in Ocean Springs, Mississippi, since 2018, and is typically on the first Saturday in March or the Saturday closest to Rare Disease Day. The main, in-person Zebra Run includes both a 1-mile, all-ages fun run and a chip-timed 5k run, and participants can choose to run or walk either distance. Our in-person event also includes music, family-friendly activities, and complimentary lunch provided by food sponsors.

Hosting your own Zebra Run can be a fun way to gather your community, raise money for a great cause, and create awareness of MSD. Your Zebra Run can be fully your own, with your own race distance, format (ie. color run), and other details. And like any other event, we strongly recommend creating an event committee with energetic, hard-working, dedicated individuals who are each willing to take on their share of the tasks, including as more time is needed closer to the event and on event day.



Fundraising Goals

The fundraising goals for a Zebra Run will vary depending on the size and scope of your event. A good starting point is to set a goal of raising \$10,000-15,000, keeping in mind that the majority of funds raised will likely come from event sponsorships, especially if your race does not have registration fees.



Budgeting

It is important to create a detailed budget and track expenses carefully. This will help ensure that the event stays on track financially.

The budget for the Zebra Run might cover such expenses as the following:

- Fees associated with online registration
- Event location/municipality permits
- Promotion and marketing
- Race shirts for participants and volunteers
- Volunteer expenses
- Prizes and awards
- Food and refreshments
- Equipment rental (for example, sound system)
- Site rental
- Insurance

Please note that the best way to maximize revenue is to procure as many in-kind donations as possible for expense items. Once you create your sponsorship packet detailing sponsorship levels and corresponding sponsor benefits, you can work to fit major in-kind donations of needed items into sponsorship categories.



Logistics

The logistics of organizing a Zebra Run can be complex. However, it is important to have a plan in place for all of the following:

- Selecting a date and location (at least four to six months in advance of the event)
- Coordinating volunteers
- Soliciting sponsorship
- Procuring in-kind donations for all needed items
- Securing permits
- Marketing and promoting the event
- Setting up the course
- Providing food and refreshments
- Handling registration
- Awarding prizes

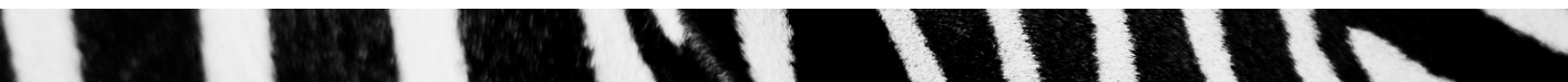
It is also important to have a contingency plan in case of bad weather or other unforeseen circumstances or make it known to registrants that it is either a “rain or shine” event or that in the event of cancellation, the event will not be rescheduled and there will be no refunds (if that is the decision you choose to make).

Marketing and Promotion

The event-day success of the Zebra Run will depend on a well-planned and well-executed marketing and promotion campaign. This campaign should reach out to potential participants and donors through a variety of channels, such as:

- Social media
- Email marketing
- Public relations
- Advertising
- Local radio/TV
- Word-of-mouth
- Race listing websites
- Running/sporting goods stores
- Local online event calendars

Promotion should highlight the importance of MSD research and the impact that the Zebra Run can have. We can provide you with Zebra Run logo files and talking points or our UMDF 1-sheet overview flier, and you can also direct everyone to learn more at our website—www.curemsd.org. And, like all other expense items, it is beneficial to procure in-kind donations and utilize all local/regional relationships for as much marketing and promotion assistance as possible.



Sponsorships

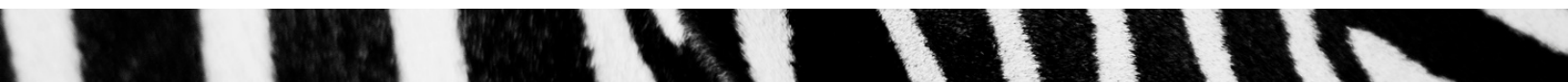
Sponsorships can be a primary source of revenue for a Zebra Run event and might include financial support, in-kind donations, or promotional services. Prior to soliciting sponsorships, it is helpful to create a sponsorship packet or 1-sheet that lists sponsorship levels and the various sponsor benefits associated with each level. The 1-sheet should also include the sponsor commitment form.

The United MSD Foundation can provide more information about sponsorship opportunities and make suggestions for sponsorship levels and associated sponsor benefits.



Race Registration

The United MSD Foundation staff will help you set up personalized fundraising campaigns on Classy (www.classy.org). This is how you can have participants register for your run and collect donations, similar to how the original Zebra Run operates. We will work with you to personalize the text and graphics. As you request, we will pull reports so you can communicate with your participants and donors.



Testimonials & Photos

Testimonials from past Zebra Run participants and sponsors can be a powerful way to promote the event. Photos also help provide a visual example of a fun, successful event. These items can be used on the event website, in marketing materials, and in social media posts, as well as in the sponsorship packet.

For your first event, we can provide these things from our past events. But please plan to have someone capturing LOTS of photos and talking to race participants (or sending out a post-event survey) to capture images and quotes from happy participants to be used in following years.

Resources

Once you decide to move forward with your Zebra Run fundraising event, we'll email you the following resources to aid in your event planning. You are free to copy them or use them as a guide:

- Zebra Run logos (2 versions)
- Sample social media posts
- Sample Sponsorship Packet
- Event planning checklist
- Event budget template
- Sample vendor list
- Sample event-day timeline

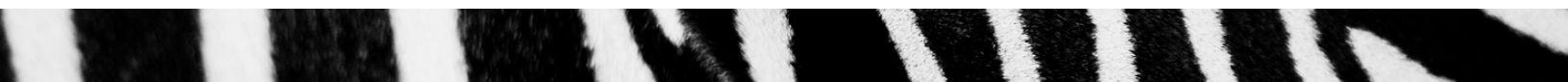
Please also refer to the United MSD Foundation Facebook and Instagram pages prior to past Zebra Run events (February through early March).



"I'm proud to be a longtime sponsor of Zebra Run! It's a wonderful community and family fun event, and it gets us closer to funding a cure for MSD."



Hope B.
Biloxi, MS





Please reach out to us at
ZebraRun@unitedmsdfoundation.org
with any questions or to let us know of your plans to
host a Zebra Run fundraising event.
We look forward to supporting you and your event!



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