



10 Tips For Being a Successful Charity 5K City Captain

1. Encourage friends, family, professional contacts, and community members to participate in the race via social media (Facebook, Twitter, etc.) at least once per week. Short posts with an image are best, and always link to our website for the race www.feea.org/5k. We've already loaded one social media postcard for you to use – it's on our volunteer site under materials (bit.ly/2kD5PI9). Use the hash tag "#PublicService5K" and look for and tag local running clubs, local federal unions and association chapters, as well as college and university schools and departments of public administration and public management in your area.

2. Download, print, and hang the 5K Poster available on our volunteers materials site (bit.ly/2kD5PI9) at local businesses and community bulletin boards. Look for coffee and lunch shops near federal offices buildings, grocery stores, public libraries, running and sporting goods stores, and college and university schools and departments of public administration and public management in your area.

3. Follow us on Facebook (www.feea.org/FedsHelpingFeds) and Twitter (@FedsHelpingFeds) so you can repost and retweet information we post about the 5K.

4. Join the Public Service Charity 5K Run/Walk "event" on Facebook (bit.ly/2kuGxdN).

5. Send personalized emails to small groups of friends, family, and professional contacts asking them to join the 5K. Include a link to the participant brochure (bit.ly/2kCBp2v) and website (www.feea.org).

6. Reach out to local high school and college track and cross country teams and coaches and local community running clubs and ask them to register for the 5K.

7. Post an ad for the race and link to the race site www.feea.org/5K on your local Craigslist site, in print and online newspapers under events, and on local meetup.org groups.

8. Contact local employers in your area and ask if they would promote the 5K to their employees as a health and wellness activity. We also provide business opportunities to sponsor the race and you can steer them to the sponsorship brochure (bit.ly/2kO2Szj).

9. Investigate and suggest local venues where participants can meet up to run, walk, or stroll in your area on Sunday, May 7, 2017. Check out public parks, walking trails, different neighborhoods. Spots with ample parking and/or access to public transportation are often good choices!

10. Add your photos from race day to our Flickr site (FedsHelpingFeds). Ask all those participating in the 5K in your community to do so also. Take some group shots of everyone in their 5K shirts!