



5k or 10k road race

Attraction

Running is a vastly popular sport. Local road races need a large number of volunteers, or you can create your own race.

Have a designated charity to receive any profits

Bridge

A relational event, with many volunteers mixing with the community, makes it easy to share the gospel.

Communicating the Gospel

This depends in part on whether you are creating your own race or supporting a community race. In the former case, share the gospel at awards time and via written material. In the latter, it may be a one-on-one effort by your volunteers and/or via written materials.

Event-Specific Preparation

- This will probably take several years to develop some momentum unless you can sponsor or use a large number of volunteers at an existing event, such as a “series” event, which is a points race that many local running clubs have where runners accumulate points over a 10 to 15 race season. You can inherit a ready-made race by sponsoring an existing event or if the local club is looking to expand the series and you can sponsor a new race.
- A key is to get to know the local running club and coordinate with them.
- This event can almost pay for itself, as runners are used to paying \$15-25.
- A race is dependent upon volunteers to staff the aid stations (water, Gatorade, gel), registration tables, mark the course, direct traffic, and so on. A church is the perfect organization to provide volunteers. These volunteers need to be trained in relational evangelism.
- You will have all the data on runners, but will need to collect data for families, friends and fans, and have significant giveaways/drawings so you can get them to register.
- Do not go cheap on the runners’ medals and technical T-shirts. If you are not the prime sponsor, you may not be able to affect this, but if you are, then you need to make it nice. People will be wearing these shirts all year (make sure your church logo is prominently displayed) and they remember the races that have good shirts. If you are the prime sponsor, hire a graphic artist to design the shirt—don’t let an amateur do this!
- Hopefully, you can have the race start and end on your church property. If not, make sure you have a large canopy set up with music (worship band, choir) and food. Make sure registration for other church-related events (VBS, financial planning, weight-loss seminar, revival, etc.) is available in the same location, enhancing the bridge to your church. For the same purpose, have tables set

up promoting other ministries of the church, if you are able to get them in your building or on-site, or have a large tent.

- If you have to create your own race, you are going to need to hire a race director. This is someone who has all the timing equipment and the experience to help you have a good race. Most races are run for a charity.
- People do not see the church as a charity, so you need to have a designated charity to receive any profits. It can be disaster relief or a crisis pregnancy center or something not seen as an internal part of the church. You don't want it to be the youth group or choir that is receiving the profits.

Enlist, equip, and mobilize the following ministry teams. Refer to the Ministry Team Preparation section of the manual for instructions on how the teams will function.

- Counseling/Follow-up Team
- Spiritual Preparation Team
- Promotion Team
- Effective Prayerwalking
- Creative/Worship Team
- Logistics Team
- Budget Preparation