



The Friends of Live Earth Event Toolkit



RUN FOR WATER

LIVE EARTH





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- Advanced Friends of Live Earth Event Toolkit
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Introduction

- Welcome to the Dow Live Earth Run for Water – a global campaign consisting of hundreds of 6-kilometer running events that will raise awareness and funds for safe drinking water projects all over the world.
- By signing on to our Friends of Live Earth network, you have agreed to produce and deliver the following:
 - *A 6-kilometer running/walking event or other community/ local event;*
 - *On or around Sunday, April 18, 2010;*
 - *Under the name Friends of Live Earth;*
 - *While using appropriate Friends of Live Earth logos in any branded event assets (found here: <http://friendsofliveearth.org/page/logos-1>)*
- Besides these necessary and essential elements, each local Friends of Live Earth (Friends of Live Earth) event will look and feel very different, by taking on various local and organizational elements.
- This document has been designed to aid you in planning and successfully executing your Friends of Live Earth event. But please remember: you have the greatest knowledge about how to engage your community and how to plan and execute an event within your own community.





How to Use This Event Toolkit



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How to Use This Event Toolkit

- The **Friends of Live Earth Event Toolkit** has been developed as guide to plan and produce a small (2 – 50 person) to mid-size (51 – 5,000 person) Friends of Live Earth event. Please note: It will be up to you and your organization to decide how large of an event you would like to organize.
- Within this document, you will find two major event toolkit sections:
 - **Basic Event Toolkit:** It is recommended that all Friends of Live Earth Event Organizers review this section that covers the most necessary race event elements.
 - **Advanced Event Toolkit:** This section is recommended for any Event Organizer planning to host an event with 51 or more event attendees.
- We have also provided a reference:
 - **Online Documents & Tools:** This section identifies the various documents and tools available to all Event Organizers at <http://friendsofliveearth.org/> that will continue to be updated and aid you in the planning of your Friends of Live Earth event.





Basic Event Toolkit



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Events Ideas

The core activity of most Friends of Live Earth events will be a 6-kilometer run/walk. But it is possible to host many types of events – see below for some ideas of what might be best for your community.

6 km Run/Walk

Most events will be part of the Live Earth Run for Water by creating a local version of the runs happening worldwide on April 18th.

OTHER IDEAS:

Have a house party with a water theme

Set up recycling for your home or apartment complex and hold a kick-off event

Hold a concert, musical performance or dance

Partner with your local water/power company and have a compact florescent light bulb and/or water filter giveaways

Host a panel discussion with local NGOs or professors from a local college on water or other environmental issues

Host a screening of water or environmental films

Organize a group for a beach or river cleanup





Basic Event Toolkit

The **Basic Friends of Live Earth Event Toolkit** is designed to aid all Event Organizers in the development of the most necessary event elements. This section should be reviewed by all Friends of Live Earth Event Organizers, whether they are producing an event for 5 people or 5,000 people.

This section has been divided into the following sub-sections:

- Running Event Location and Route
- Event Assets
- Event Greening
- Fundraising
- Registration
- Event Communication
- Medical and Emergency Logistics
- Event Clean-Up
- Event Results Reporting





Basic Event Toolkit

Event Location and Route

“Where will I host my Friends of Live Earth event?”

Identify a 6-kilometer run/walk route and start/finish area that will not cause major disruptions to local traffic flow, but provides a good level of visibility for your Friends of Live Earth event. Try to choose landmarks that are recognizable by the press and public—a famous building, monument or bridge that is clearly associated with your city or town.

Items to pay attention to:

- Start/finish area must be able to hold expected number of event attendees
- Start/finish area should be easily accessible to all expected event attendees via public transportation, biking, walking or cars with available parking nearby
- There should be accessible restrooms at the start/finish area and potentially along the route
- Route must be 6-kilometers in distance
- Route should be safe and secure for all event attendees
- Try to find a 6-kilometer route that is off city streets (*such as through a local park or trail*) that will help keep event attendees safe from traffic and any potential permit costs down
- Please remember to check whether other activities are organized the same day in the route/location that you have chosen





Basic Event Toolkit

Event Location and Route Process

- Identify appropriate event start/finish area
- Identify a safe and secure 6-kilometer route; confirm that it is exactly 6-kilometers
- Please remember to check whether other activities are organized the same day in the route/location that you have chosen
- Secure event location and route for Sunday, April 18, 2010*
- Create a detailed map of your route once finalized (www.run.com is recommended) and make available to all necessary parties and event attendees
- Ensure start/finish area and route are safe, secure and prepared by the start of the event on Sunday, April 18, 2010
- Be sure to clean up the event location and route at the end of the event

For some event locations and routes, the proper authorities must be notified as well as permits secured. Please see the “Permits” sub-section in the **Advanced Event Toolkit if this is the case for you.*





Basic Event Toolkit

Event Assets

“What items are needed to produce my Friends of Live Earth event successfully?”

The list of what is needed per event will vary greatly. Some smaller events will be able to be executed on the barest of necessities, while other larger events could need power, event signage, etc... Please keep in mind that all event assets are the responsibility of the Event Organizer to secure. So, please try to take advantage of in-kind donations from local businesses and event attendee registration fees.

Basic Recommended Items:

- Water and other refreshments for the event attendees
- A Friends of Live Earth branded start/finish banner
- A digital camera to capture the event

Process:

- Identify appropriate event assets necessary for a successful event. Templates for signage and other materials are available at www.friendsofliveearth.org
- Produce and/or secure all assets prior to the event day (*Please use approved [Friends of Live Earth Logos](#) and review the [Green Event Guidelines](#) if you are producing any event assets*)
- Identify best locations within event location and route for your event assets (*For example, having water available at the start/finish area as well as at the at the 3rd kilometer location along the route*)
- Recycle and clean up all assets after the race





Basic Event Toolkit

Event Greening

“How will my event be sustainable to the environment?”

Live Earth is dedicated to producing sustainable events with a minimal environmental footprint. Live Earth’s Green Event Guidelines were created with the support of greening experts to guide you through the planning and production of your event.

Process:

- Consult the [Green Event Guidelines](#) before production begins on any event elements
- Visit the blog at friendsofliveearth.org to share and discuss the greening of your event





Basic Event Toolkit

Fundraising

“Will my event raise money for my Rotary club & Wasrag?”

NOTE: Whether or not your event will collect entry fees to raise money is an option, NOT a necessity. You do not need to collect entry fees or raise money. If you choose NOT to, please move onto the **Registration** section. However, if you do choose to collect entry fees and/or make a profit from this event in any other way, we suggest that you share the proceeds 50/50 with Wasrag (that way half will come back to clubs working on water & sanitation projects). Here is information on how to coordinate any such fundraising efforts:

Please read through the following sub-sections if you are planning to raise funding:

- **Fundraising Types**
- **Fundraising Process**





Basic Event Toolkit

Your Charity partner – Wasrag
(Water & Sanitation Rotarian Action Group)

“How do I share with Wasrag the raise money I’ve raised?”

Here is what Wasrag recommends:

Share the proceeds 50/50 between Wasrag and your local club

You can donate your funds to Wasrag’s Canadian Charity: Canadian Rotarian Water Foundation online at www.crwfoundation.org

Or

By mailing a cheque payable to the foundation to:

c/o Wasrag

#2300

20 Queen Street West

Suite 2300

Toronto, ON M5H 3R3





Basic Event Toolkit

Fundraising Types

“How will my event raise money for a local water charity or project?”

Here are three different ways your event can raise money:

Corporate Sponsorship

Contact local businesses within your territory (maybe even along the proposed route) or ones that you have existing ties with. Encourage them to donate money to your event, the identified water charity and/or project. Make sure that each sponsoring corporation receives some sort of recognition within the event.

Sponsored Runs/Walks

Typically, some time before the walk takes place, participants ask people to agree to donate an amount of money for a certain distance walked. The walkers can ask their family, friends and colleagues – or even members of the public - to make a donation for each kilometer that they walk or for completing a walk along a pre-arranged route. For example, since the route is 6-kilometers and a donor pledges \$2 per kilometer, the walker will collect \$12 for the distance completed. Alternatively, the donor can simply pledge a set amount for the participant to complete the entire walk.

Registration Fees

You can always raise money by charging the event participants an entrance fee to run or walk in the event. The price will fluctuate from country to country. But try to determine the most reasonable fee to charge each individual runner/walker while maximizing what you could give to a charity or project.





Basic Event Toolkit

Fundraising Process

- Understand country specific fundraising rules and regulations
- Confirm how you will split the proceeds between your club and Wasrag
- Determine how you will raise funds – corporate sponsorship, sponsored walks and registration fees are three popular models
- Set a reasonable fundraising goal
- Incorporate Wasrag information into your event press materials and website; work with Wasrag to tell the story
- Collect donation funds; send their portion to Wasrag (via www.CRWFoundation.org)
- Record and report how much money your event raised on the **Friends of Live Earth Event Report** (*link coming soon...*)
- Thank all who donated





Basic Event Toolkit

Registration

“How will people register to participate in my event?”

There are various ways individuals can sign up for your event. Below are a few possibilities. You may use one or all of these methods.

Registration Options:

- Onsite registration at the event on April 18, 2010
- Pre-registration at a local business (ex. sports store) or community gathering prior to the event
- Online registration via Active.com

Process:

- Determine your best registration option(s)
- Determine deadline of having all registration forms in *(if necessary)*
- Determine registration fee *(if applicable)*
- Determine all necessary information needed for the registration form *(see next page)*
- Develop registration entry form
- Promote the upcoming Friends of Live Earth event and begin to collect registration forms from potential event attendees





Basic Event Toolkit

Registration Form

“What is information needed for my registration form?”

Please see below for the most basic information recommended for a local Friends of Live Earth event registration form.

Information to Give:

- Event name, date and time
- Location/address and directions
- Route info and/or map
- Date and time
- Entrance fee (and charity donation)
- Brief event description/schedule
- Organization name and contact info
- Event waiver

Information to Collect:

- Name of event attendee
- Contact information
- Age
- Sex
- Emergency contact
- Donation amount (if applicable)





Basic Event Toolkit

Event Communication

“How will I get key information out about my local event to all potential event attendees?”

Whether your event will consist of only a few individuals or more, you need to make sure everyone shows up at the right place and the right time on Sunday, April 18, 2010. Below is a list of relevant information as well as a few of the recommended avenues of communicating information about your local Friends of Live Earth event. **Please note: Any Friends of Live Earth branded items must use appropriate Friends of Live Earth Logos.**

Relevant Information to All Event Attendees:

- Date and time of the event
- Event location and directions
- 6-kilometer route description and information (*if applicable, a map is recommended*)
- Registration fee (*if applicable*)
- Information on the water charity or project being supported

Recommended Methods of Communication:

- Your event information page on LiveEarth.org
- Your own website or local blogs
- Email blasts / monthly newsletter to potential and registered event attendees



For any information regarding local publicity for your event, please refer to the “Event Promotion and Publicity” sub-section in the **Advanced Event Toolkit.*



Basic Event Toolkit

Medical and Emergency Logistics

“What steps are needed to ensure the health of all event attendees?”

Medical assistance should be available at all times during the your event since factors such as heat exhaustion or fatigue could result in health problems for some participants. Larger events should consider having a medical team complete with a well-equipped medical tent as well as an ambulance close by in case of emergencies. Look for health organizations that may volunteer their services - staff medic, nurse or perhaps an ambulance if necessary.

Process:

- Determine medical and emergency plan relevant to the expected size of your event
- Secure any and all medical assets: First aid kits, extra water, and ice are recommended basics
- Create an emergency telephone list that includes the names of the important parties involved in your event—first aid, event organizers, the nearest hospital, police and/or fire department
- Ensure all medical assets are onsite and available prior to the event on April 18, 2010





Basic Event Toolkit

Event Clean-Up

“How will I protect the environment and leave no trace of my event?”

Historically, events have been a place for society to come together in support of a movement or cause, to experience life-changing entertainment, to participate in runs and triathlons with their local community. However, these gatherings can also generate tons of garbage and impose negative impacts on the environment. We want to make sure all Event Organizers take responsibility and ensure that the event location and route looks the same - if not better - than it was before your Friends of Live Earth event took place.

Process:

- Consult the [Green Event Guidelines](#) during your planning stages to ensure the most minimal environmental effect of your event
- Identify what you will need to clean up during and after the event
- Secure recycling and trash receptacles
- Encourage event attendees to recycle and clean up after themselves during the event
- Designate a few individuals (*or a large team*) to clean up during and after the event





Basic Event Toolkit

Event Results

“What information is needed for reporting at the end of the event?”

Now that your Friends of Live Earth event has been completed, we would like to know how each individual event performed. Below is some basic information about the success of the event we would like to collect from each individual Event Organizer. Of course, this is just the basics. **You will receive an email after April 18th requesting the following information.**

Basic Information Needed:

- Number of event attendees
- Money raised from the event (*when applicable*)
- Pictures of the event (*preferably some pictures with a Friends of Live Earth-branded start/finish banner visible*)
- Any local media coverage
- All information on the **Friends of Live Earth Event Report** (*link being sent soon*) completed by May 15, 2010

Process:

- Receive the **Friends of Live Earth Event Report** link (*link being sent soon*)
- Collect all necessary and requested information
- Complete the **Friends of Live Earth Event Report** (*link being sent soon*) by May 15, 2010





Advanced Event Toolkit



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Advanced Event Toolkit

The **Advanced Friends of Live Earth Event Toolkit** is designed to aid any Event Organizers producing a mid-size event expecting 51 to 5,000 people.

This section has been divided into the following sub-sections:

- Committee Formation
- Event Permits
- Local Sponsors
- Event Promotion & Publicity
- Additional Event Assets
- Event Day Volunteers





Advanced Event Toolkit

Committee Formation

“What are the personnel resources needed to plan and produce my event?”

In order to ensure the successful completion of all necessary event planning, consider the the following when forming a team.

Event Elements:

- Start/finish area logistics
- 6-kilometer route development and planning
- Event assets
- Event greening
- Fundraising
- Registration
- Event communication
- Event promotion

Recommended Process:

- Develop your event plan that contains the above event elements
- Identify one person per event element
- Develop and have the team adhere to your own production timeline (*please refer to a generalized Friends of Live Earth Event Planning Timeline and Checklist located at <http://friendsofliveearth.org> under the header “Toolkit”.*)
- Set up periodic meetings between all committee members to integrate event planning





Advanced Event Toolkit

Event Permits

“Will I need any permits to produce my event?”

Talk with all appropriate authorities and governmental agencies to determine what permits are necessary and secure these permits in a timely fashion. Please see below for more information.

Potential Necessary Permits:

- Event site permits
- Street closing permits
- Assembly/large gathering permits
- Electrical permits
- Amplification permits

Process:

- Start this process early
- Advise local and/or appropriate authorities that your organization plans to hold a 6-kilometer run event
- Tip: Ask a member of your local government to become a member of your local event committee. This way, you can have direct access to local authorities and easily address issues as they arise.
- Found out what permits are needed and how long to process
- Secure all permits weeks prior to the event
- Make sure you have the permits themselves available on the event day





Advanced Event Toolkit

Local Sponsors

“Can I secure local sponsors for my event?”

Event Organizers may independently pursue local sponsorship and facilitate all such sponsorship, subject to Live Earth’s approval of proposed sponsors. All Event Organizers must adhere to the Live Earth guidelines below for prohibited sponsor categories.

Prohibited Sponsor Categories:

- Companies or industries that conflict with global or national sponsors
- Any of the following industries: tobacco, firearms and gambling

Process:

- Read through and understand list of prohibited sponsor categories
- Identify potential local sponsors
- Submit for Live Earth approval a list of potential sponsors to sponsors@liveearth.org
 - Include in the subject line of the email: (name of your country), name of your organization and the words “Potential Sponsors” – for example: ***(Peru) Inca Runners Potential Sponsors***
 - Include in the body of the email the name of the company, type of industry and their website *(if applicable)* – for example: ***Dow Chemical, Chemical Industry, www.dow.com***
 - Allow 2 weeks for Live Earth’s approval
- Once the list of potential sponsors are approved by Live Earth, please move forward with securing any and all local sponsors necessary for successful execution of your event





Advanced Event Toolkit

Event Promotion & Publicity

“How will I promote my event in my local community?”

Your local community needs to know about your event. Everyone from potential event attendees to local press and, in some cases, potential local sponsors. While Live Earth will be conducting global communication outreach, it is up to the Event Organizers themselves to promote their local event within their specific territory. Below is information regarding the promotion your local event.

Why Promote the Event?

- To get a higher number of event attendees
- To raise awareness and funds for the cause and the event
- To gain the attention of additional sponsors

Recommended Methods of Promotion:

- Your event information page on LiveEarth.org
- Your own website
- Email blasts / monthly newsletter to potential and registered event attendees
- Local newspapers, magazines, TV and radio
- Flyers and posters
- Social media including [Facebook](https://www.facebook.com), [Twitter](https://www.twitter.com), local runners blogs, etc...

**Please note: Any Friends of Live Earth branded items must use approved [Friends of Live Earth logos](#).*





Advanced Event Toolkit

Additional Event Assets

“What assets are needed to successfully produce my mid-size event?”

Since each event will differ in size and scope as well particular activities, it is a bit difficult to write a definitive list of what assets will be needed for each and every mid-size event. We strongly recommend you to secure local sponsors to help pay for the production of these assets. TEMPLATES FOR SEVERAL OF THESE ITEMS WILL BE AVAILABLE AFTER DECEMBER 1st on www.friendsofliveearth.org in the toolkit.

Potential Necessary Additional Assets:

- Branded event signage and flags
- Informational and directional signage
- Race bibs and/or branded t-shirts
- Tents and tables
- Crowd control fencing/barriers
- Race timer
- Food and other refreshments
- Power/generators
- Staging
- Microphones
- Audio system and speakers
- Awards
- Trash/recycling bins
- Video
- Additional waivers and release forms
- Caps, bracelets, etc...
- Race attendees bags





Advanced Event Toolkit

Additional Event Assets Production Process

- Identify all activities planned for your event
- Think through what all will be needed in order to execute each particular activity professionally
- If possible, secure local sponsors to help pay for the production of these assets
- Please use approved [Friends of Live Earth Logos](#) and review the [Green Even Guidelines](#) if you are producing any event assets
- Refer to the Run for Water event planning timeline and checklist located ([HERE](#))
- Once the design has been approved, produce and secure event assets prior to the event
- Identify best locations within event location and route for your event assets (*For example, having water available at the start/finish area as well as at the at the 3rd kilometer location along the route, branded and directional signage in strategic location throughout the event footprint, etc...*)
- Recycle and clean up all assets after the race





Advanced Event Toolkit

Event Day Volunteers

“Outside of my committee personnel, who and how many people will be needed on event day?”

Identify what is beyond the scope of your committee. Think about how many extra people will you need on event day and what they would do. Please see below for some thoughts regarding the formation of a team of volunteers on event day.

Potential Event Day Tasks:

- Event site and route preparation
- Event communication
- Registration
- T-shirt/race bib distribution
- Water distribution
- Event photo capture
- Security/crowd control
- Medical/first aid
- Customer service
- Event clean up

Process:

- Identify what tasks are necessary on event day that is beyond the scope of your committee
- Secure volunteer staff* (*plus a few extra to be on call*)
- *Volunteer Tip: If you are partnering with a local charity, ask the charity for any volunteers to assist on the day of the event.
- Meet with the volunteers the day before or the morning of the event to go through exactly what they are to do





Event Add-on Ideas



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Online Documents & Tools



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Online Documents & Tools

he Friends of Live Earth Social Network Site

On the Friends of Live Earth Social Network site - <http://friendsofliveearth.org/> - you'll be able to access all the resources you'll need to create a successful "Friends of Live Earth" event.

Under the "**Toolkit**" tab above you'll find event ideas, guidelines for how to host a running event, a planning timeline, "Friends of Live Earth" logos, videos for download, FAQ and much more.

Under the "**Forum**" link you'll find an online community with answers to many of your questions, and a way to be in touch with other event organizers around the world.

So visit <http://friendsofliveearth.org/> now!

Friends of Live Earth Event Registration Page

Haven't registered your "Friends of Live Earth" event yet? Go to <http://liveearth.org/en/friends> to get started!





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www.friendsofliveearth.org

