



# MARATHON KIDS

QUICK START GUIDE



# We're Marathon Kids

## *READY, SET, RUN*

The journey to completing a marathon begins with a commitment to run. Tracking miles over the course of several months, Marathon Kids makes it possible for any kid to run the equivalent of a marathon. Or two. Or three. Or four. Maybe more.

**Sound crazy?** More than two decades of experience tells us it's not.

Marathon Kids running clubs have proven effective — even transformational — for millions of kids, organizations, schools, and families. Kids of all levels and abilities run a lap at a time, a day at a time, and before they know it they've gone farther than they ever dreamed possible. And they keep on running.

**Ready to get kids moving?** Starting a running club is as easy as lacing up your shoes. Let's go!

## *SURPRISINGLY SIMPLE, TOTALLY FUN*

Marathon Kids is for any child who wants (or needs) to move. Each Marathon Kid makes a commitment to run. They set goals. They track their progress. They challenge themselves. Marathon Kids runners are inspired to keep pace by earning special Nike rewards for every marathon they complete. Deep down, it's about much more than the prizes, though. Kids gain self-confidence. They proudly see themselves as athletes...and maybe for the first time.



## *RUNNING—IT'S SO SIMPLE, BUT IT CAN TRANSFORM A KID'S LIFE. IT CAN CHANGE YOURS, TOO!*

By becoming a Marathon Kids coach, you'll launch kids on a life-changing journey to run four marathons. You might even join them. And, you'll all have fun the entire way. Getting kids active at a young age is game changing; the research has proven it. Our early years are crucial for creating a lifelong commitment to physical activity — and establishing the confidence, willpower, and emotional well-being that comes with it. We need passionate leaders. We need people who care about kids, improving their lives and enriching their community.

**WE NEED YOU.** The information in this Quick Start Guide will lead you through the process of starting your very own Marathon Kids running club. We're glad you're here — and the kids will be, too.

# Make Your Game Plan



01

## IDENTIFY YOUR COACH

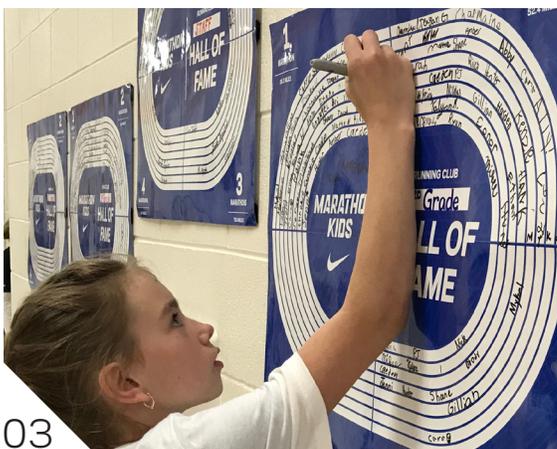
- Teacher
- Administrator
- Parent
- Volunteer



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## RUNNERS

- Who Will Run?
- How Many Kids Will Run?



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## LOGISTICS

- Where Will Your Run Club Meet?
- What Days of the Week Will You Run?
- At What Time of Day Will You Run?
- How Many Minutes Will Each Session Last?
- How Will You Track Laps?



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## KEY DATES

- What Is the Start and End Date for Your Run Club Season?
- When Will You Hold Your Kickoff Ceremony?
- Set the Date for Your Finisher Celebration



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## COMMUNITY INVOLVEMENT

- How Will You Get Parents Involved?
- Make a Plan for Your Volunteers
- Will You Involve Your Community?



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## REGISTER YOUR CLUB

- Register Your Club Online at [Marathonkids.org/login](https://Marathonkids.org/login)
- Place an Order for Your Rewards
- Read the Coach's Guide to Get Ready!
- Check Our All of Our Resources in the Coach's Club

The cost of Marathon Kids is \$15 per participant. We accept one payment per running club, either by check or credit card. Select the payment option when registering your running club. Contact your runners' parents to collect individual payments. Additional runners may be added as needed throughout your season. Clubs in need of financial assistance can qualify for funding through the Marathon Kids National Grant.

# Online Resources

## WHAT OTHER RESOURCES ARE AVAILABLE?

Visit the Resources page on the Marathon Kids website to find additional resources to start and build support for your club: [Marathonkids.org/running-club-resources/](https://Marathonkids.org/running-club-resources/)

And, once you've registered your club, you'll have access to the online Coach's Club and all the official club management and tracking tools. Here's some of what you'll find:

### PUBLIC RESOURCES:

- Why Marathon Kids?
- Marathon Kids Do Better
- Marathon Kids & ESSA
- Modeling Healthy Behaviors
- Join Us Flyer
- Parent FAQs
- Welcome Leadership & PTA Letters
- Recruitment Page Steps
- Participant Sign-up Form
- Online Registration Steps
- T-shirt Sizing Guide
- How to Use Rewards
- Running Tips
- Cold & Inclement Weather Running Tips
- Hot Weather Running Tips
- Warm Ups & Cool Downs
- Motivational Tips
- Fundraising Guide

### COACH'S CLUB RESOURCES:

- Coach's Guide
- Run Club Lessons
- Mileage Logs
- Fuel Logs
- Running Games
- Mileage Certificates
- Kids Pledge/Bib
- Marathon Kids Playlist
- Sample Email to Parents
- Parent Letter from Kid



Do you have another question we didn't answer?  
Talk to our expert and dedicated staff.

Contact us at [programs@marathonkids.org](mailto:programs@marathonkids.org) or 512-477-1259.

**MARATHON KIDS** 