

MARATHON KIDS

PRE-REGISTRATION PACKET



“Finishing a marathon isn’t just an athletic achievement. It’s a state of mind; a state of mind that says anything is possible.”

John Hanc

Award-winning writer and runner

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ONLINE RESOURCES

Additional coaching tools and resources can be found on the Marathon Kids website at **marathonkids.org/running-club-resources/**

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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 every kid—from any starting point—to run a marathon. Or two. Or three. Or four. Maybe more.

Sound crazy? 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. And they keep on running.

In the spirit of helping kids to realize their greatest potential, Marathon Kids and Nike have teamed up to take this youth running program to the next level. There's never been a better time to join.

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—maybe for the first time. They become motivated to eat (and be) healthy off the track. They feel great. And they have fun doing it!

...And We Need You



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 they'll 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, will power and emotional well-being that comes with it.

We need passionate leaders. We need people who care about kids—about improving their lives and enriching their community.

WE NEED YOU.

The information in this Pre-Registration Packet will guide 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. Together, we can transform their future and inspire their full potential.

– The Marathon Kids Team

PROGRAMMATIC RESOURCES OVERVIEW

GAME PLAN

- ▶ PERSONALIZED SUPPORT
- ▶ PRE-REGISTRATION PACKET
- ▶ RECRUITMENT WEBPAGE
- ▶ RECRUITMENT FLYERS
- ▶ PARENT LETTER + FAQs
- ▶ LEADERSHIP ACADEMY*

REGISTER ONLINE

- ▶ WWW.MARATHONKIDS.ORG
- ▶ COACH'S CLUB
- ▶ COACH'S GUIDE

KICK IT OFF

- ▶ KICK OFF CEREMONY
- ▶ GO BIG! EVENT GUIDE
- ▶ PLEDGE BIB

RUN, WALK, FUEL + TRACK

- ▶ MILEAGE + FUEL LOGS
- ▶ SESSION CARDS
- ▶ LAP TRACKER
- ▶ TRACKING PLATFORM
- ▶ TRACKING POSTER
- ▶ MOBILE APP

EARN REWARDS

- ▶ NIKE T-SHIRT
- ▶ NIKE SHOELACES
- ▶ NIKE SHOE DEUBRÉS
- ▶ NIKE WRISTBAND
- ▶ MILEAGE CERTIFICATES
- ▶ COACH'S SHIRT

FINISH STRONG

- ▶ FINISHER CELEBRATION
- ▶ FINISHER DATA SURVEY



*LEADERSHIP ACADEMY TRAINING MODULES

- ▶ INTRODUCTION TO MARATHON KIDS - HISTORY + MISSION
- ▶ WHY RUNNING? - YOUTH MODERATE-TO-VIGOROUS PHYSICAL ACTIVITY
- ▶ BEHAVIOR ADOPTION STRATEGIES
- ▶ HOW TO START YOUR MARATHON KIDS RUN CLUB
- ▶ SHOW ME THE MONEY - HOW TO FUND YOUR MARATHON KIDS RUN CLUB
- ▶ YOUTH RUNNING FORM + SAFETY
- ▶ PLANNING YOUR RUNNING CLUB SEASON + SESSIONS
- ▶ FINDING + EMPOWERING YOUR RUNNING CLUB VOLUNTEERS + PARENTS
- ▶ MEETING YOUR MANDATES
- ▶ ADVOCATING FOR YOUR RUNNING CLUB'S SUCCESSES

AUXILIARY RESOURCES

- ▶ DUAL-PLATFORM COMMUNICATION PROCESS
- ▶ "HOW TO" VIDEO SERIES
- ▶ COACH + COMMUNITY SPOTLIGHT VIDEOS
- ▶ TRAINING WEBINARS
- ▶ NIKE MOTIVATIONAL VIDEOS
- ▶ FUNDRAISING GUIDE
- ▶ MINI MILEAGE LOGS
- ▶ HOW TO USE REWARDS GUIDE
- ▶ PARTICIPANT SIGN-UP FORM

AUXILIARY RESOURCES

- ▶ EVALUATION TOOLKIT
- ▶ BRANDING GUIDELINES
- ▶ SAMPLE EVENT INVITATIONS
- ▶ SPANISH YOUTH + PARENT RESOURCES
- ▶ COLD + INCLEMENT WEATHER RUNNING TIPS
- ▶ HOT WEATHER RUNNING TIPS
- ▶ WHY MARATHON KIDS HANDOUT
- ▶ MODELING HEALTHY BEHAVIORS HANDOUT
- ▶ MARATHON KIDS DO BETTER HANDOUT
- ▶ WELCOME PARENTS LETTER
- ▶ WELCOME LEADERSHIP LETTER
- ▶ WELCOME PTA/PTO LETTER
- ▶ HOW TO TALK ABOUT MARATHON KIDS WITH KIDS

Identify Your Coach

Every running club needs a Coach to act as the leader in charge of organizing, motivating and encouraging runners to go the extra mile. No prior experience is necessary. This can be anyone—a teacher, parent or volunteer from the community. It could be you.

CHARACTERISTICS OF A MARATHON KIDS RUNNING CLUB COACH:

- Enjoys empowering and motivating kids
- Wants to make a difference
- Eager to set and achieve goals
- Interested in improving his or her community's health
- Sparks change by modeling the way
- Excited about joining a running movement

RESPONSIBILITIES OF A MARATHON KIDS RUNNING CLUB COACH:

- Encourages and motivates participants to reach their goal of 104.8 miles
- Leads the running club's schedule and communication
- Plans and organizes the run club Kickoff Ceremony and Finisher Celebration
- Serves as the clubs' main point of contact with Marathon Kids
- Shares Marathon Kids communications with participants and parents
- Distributes club rewards based on the incentive strategy – after kids complete each marathon milestone distance
- Tracks participants' miles along the way and reports final mileage totals on the Marathon Kids Finisher Survey

Who will coach your club? You? Someone you know?

Identify your Coach or potential Coaches below.

COACH NAMES

Make Your Game Plan



Just as a marathon runner preps for the big race, it's important to plan the details before your club hits the track.

JUMP-START YOUR RUN CLUB BY THINKING THROUGH THE FOLLOWING ITEMS:

Run club name:

Where does your run club meet? Select your location type and fill in specific details below.

- ☐ **SCHOOL**
- ☐ **COMMUNITY-BASED ORGANIZATION**
- ☐ **NEIGHBORHOOD**
- ☐ **OTHER**

Location details:

NAME

ADDRESS

CITY

STATE

ZIP

Who will run? Kids ages 4 and up, pre-K through 12th grade, are welcome. Consider your level of expertise and experience when determining which kids to invite to join your club. *(circle below)*

Pre-K	K	1st
2nd	3rd	4th
5th	6th	7th
8th	9th	10th
11th	12th	

How many kids will run? Fill-in your goal for the number of participants below.

NUMBER OF RUNNERS

Make Your Game Plan

How long will your season be? Each participant has the goal of accomplishing the distance of four marathons (104.8 miles) incrementally over the course of the season. In order for your runners to achieve this long-term goal, Marathon Kids recommends meeting as a club for no less than 60 sessions. This sheet will help you organize details for your club's season.

Additionally, use the **Mileage Planner, found at marathonkids.org/running-club-resources/, to ensure you have enough sessions planned for your runners to safely meet their goal. Keep in mind the ages and abilities of your runners when planning. Distance goals can be modified for participants with special needs.*

What are your key dates? Fill in the details below to determine the official starting date (Kickoff Ceremony) and ending date (Finisher Celebration) of your season.

KICKOFF CEREMONY	FINISHER CELEBRATION
_____ DATE	_____ DATE
_____ TIME	_____ TIME
_____ LOCATION	_____ LOCATION

Which days of the week will you run? (place an "X" in the correct boxes)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUN	MON	TUES	WEDS	THURS	FRI	SAT

At what time of day will you run? (place an "X" in the correct boxes)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BEFORE SCHOOL	DURING SCHOOL	AFTER SCHOOL	ON THE WEEKEND	SUMMER/ BREAK

How many minutes of each session will be dedicated to the following? (fill in boxes)

<input type="text"/>	<input type="text"/>	<input type="text"/>
WARM-UP	RUNNING/ACTIVITY	COOL-DOWN

Invite the Community to Run with You

With your season details set, now is the time to invite your community to join your run club. Below are tips to recruit runners, as well as parents and volunteers to help coach the club.

REACHING KIDS & PARENTS

When inviting kids to join your Marathon Kids running club, be sure they know that everyone is invited. They don't have to be the fastest, run farthest, or have perfect form—but they have to be willing to try. They are the kids who are motivated to set a goal and do their best to work toward it.

Online -

- Send an email
- Post on social media (Twitter, Facebook)
- Post on neighborhood groups (listservs, newsletters)

Flyers – Post flyers at parks, stores, places of worship and other community spots .

At Schools – Put a message on your school marquee, school website, in your kids' take-home folders and on morning announcements.

Information Session – Host a simple session in your community to tell people more about your Marathon Kids running club.

Community Events – Host a booth or pass out flyers at events in your community.

VOLUNTEERS

Social support is a great way to ensure that your club runs smoothly and encourages lifelong healthy habits. Consider asking parents, friends, coworkers or neighbors to be your running club volunteers. Specific roles can be found in the [Coach's Guide](#).

Up to four additional Coaches and volunteers can get official Marathon Kids Coach t-shirt. Make sure to **keep track of your volunteers' names, contact information and T-shirt sizes.** (fill in names below)

COACH/VOLUNTEER 1

COACH/VOLUNTEER 2

COACH/VOLUNTEER 3

COACH/VOLUNTEER 4

**The [Resources](#) page of the Marathon Kids website has everything you need. Use the sample flyers, email messages and sign-up forms to recruit runners. The [Participant List](#) will help you keep track of kids once they've joined, as well as additional Coaches and volunteers. Resources to help build support with your supervisor, your community, or at a local business are also available. Find them at marathonkids.org/running-club-resources/*

Register Your Club Online



IS YOUR CLUB READY TO RUN?

If you've identified your Coach, created your game plan and invited your community to run with you, it's time to officially register your Marathon Kids Run Club!

FOLLOW THE STEPS BELOW TO BEGIN THE ONLINE REGISTRATION PROCESS.

1. Go to **clubs.marathonkids.org/sign-up/start-a-running-club/**
2. Click the "Register Your Club" button to start the registration process.
3. If you are a new Coach, create a login by selecting an email address and password. If you are a returning Coach, enter in your email address and password.
4. Choose a name for your running club. This is how your club will be known on the website and to parents and kids who want to join.
5. Follow the online registration steps. Click "Save and Continue Later" at any time to be emailed a link to return to your stopping point later.
6. When you've completed registration and paid for your club—get ready to run. You'll have immediate access to your online Coach's Club page where you can download your personal copy of the Coach's Guide and other helpful resources to get your season started.

*If you have questions at any point during the registration process, contact us at **programs@marathonkids.org** or **512-477-1259**.*

After Registering, What's Next?

All clubs follow a general timeline, with a lot of room to customize the experience. Below is an outline of what you can expect to do next:

- 1. CONFIRM:** You should receive a confirmation email right away with information regarding where to access necessary resources.
IMPORTANT TIP: *Make sure you can receive messages from all emails ending in @marathonkids.org. Check with your technology department if you are using a work email address.*
- 2. CONNECT:** Get immediate access to the online Coach's Club at **marathonkids.org/login**. Connect with all Marathon Kids social media: @marathonkids
facebook.com/marathonkids
- 3. REVIEW:** Your Coach's Guide can be accessed in the Coach's Club at **marathonkids.org/login**. The Guide will walk you through everything you need to know about running your club from mile one to mile 104.8.
- 4. KICKOFF:** Plan and hold your Kickoff Ceremony. This event, whether small or large, honors the start of your running club season and inspires kids to meet their long-term goal of achieving 104.8 miles, incrementally, over the course of your running club. Tips and tricks for a successful event can be accessed in the Event Guide in the Coach's Club.
- 5. RUN:** The Coach's Guide walks you through setting up your club, gaining community support, motivating participants, tracking mileage, incentivizing and much more.
- 6. FINISH & CELEBRATE:** Plan and hold your Finisher Celebration. This event is the culmination of your running club season and celebrates the achievement of every runner.
- 7. REPEAT:** Sign up for another season!

WE'RE IN THIS TOGETHER

We'll send you motivational messages as well as links to additional resources over the course of your running club. These are purposely designed to help keep you on track, motivate you and remind you of what a great step you've taken toward improving the health of your community. Our dedicated staff is always a phone call away if you get stuck or need help. You can reach us at **512-477-1259** or email us at **programs@marathonkids.org**.

FAQs

WHY A RUNNING CLUB?

Running clubs are easy to set up and require little to no equipment. Running clubs are inclusive, allowing everyone to move and set individual goals. At Marathon Kids, we've seen how running clubs bring the community together and jump-start healthy, long-lasting change.

WHY A MARATHON KIDS RUNNING CLUB?

Simply put, we're the best. Our staff has dedicated their careers to achieving our mission: improving the health of children by providing them with the tools, motivation, and support to live happier, healthier lives. Since 1995, Marathon Kids has thoughtfully worked with schools, families and communities to implement our fun, simple and effective running clubs. Among the many things that set us apart, here are three you should know about:

1. Our programs have been proven effective through **world-class research**, enabling us to create the following framework pillars on which we base everything: Goal Setting, Group Tracking, Social Support, Modeling, Celebrating, and Rewarding.
2. Our program is **customizable** to fit your community's needs. We will give you all of the **tools and resources** you need to be successful.
3. Our **participant rewards** are the best in the business. Kids love them and will be motivated to reach their goals in order to earn them.

HOW DOES A RUNNING CLUB WORK?

During the running club Kickoff Ceremony, each runner sets a goal of completing the distance of four marathons (104.8 miles), incrementally, over the duration of the running club season. Each time the club meets, participants run or walk during an allotted period of time. After each session, runners track their distance on a Marathon Kids Mileage Log. Once runners accumulate the distance of one marathon (26.2 miles) they are rewarded for their physical activity accomplishment. Rewards are also earned by runners accumulating the distance of two, three and four marathons. During the running club Finisher Celebration, all participants are recognized with a certificate for their accomplishments, no matter how far they ran.

FAQs

WHY 104.8 MILES?

Through our research on youth running and moderate-to-vigorous physical activity, we have set an achievable goal of 104.8 miles, incrementally, based on the reality that nearly every kid should be able to complete at least one mile within 20 minutes. As they continue to run over the course of the season, their mile time will improve. We suggest having at least 60 sessions over the course of your running club season in order for the majority of your participants to reach 104.8 miles. We will provide you with session cards, which will break down the participants' mileage goal for each session, keeping everyone on pace to reach their goal. No matter the distance reached, all children will be celebrated.

WHAT IS A KICKOFF CEREMONY?

The Kickoff Ceremony marks the official day your running club begins and is key to the success of your season. According to Marathon Kids research, the support and encouragement runners receive during the Ceremony has been proven to motivate them throughout their season. The Kickoff itself can be as small as a normal running club session or as big as a community-wide event.

WHAT IS A FINISHER CELEBRATION?

The Finisher Celebration is the official final day of your running club season. Similar to the Kickoff Ceremony, our evidence-based framework has proven the effectiveness of this event at motivating kids to continue running even after their season ends. Your runners deserve a huge celebration for accomplishing their goals.

WHO CAN PARTICIPATE IN A MARATHON KIDS RUNNING CLUB?

Kids ages 4 and up (Pre-K–12th grade) of all fitness levels are welcome to join.

WHAT'S THE IDEAL SIZE OF A MARATHON KIDS RUNNING CLUB?

There are Marathon Kids running clubs as small as five kids and as large as 1,500. Consider things like time commitment, running space and number of volunteers needed to ensure a positive experience for all participants.

WHO LEADS THE MARATHON KIDS RUNNING CLUB?

Every running club needs a Coach to act as the leader in charge of organizing, motivating and encouraging runners to go the extra mile. No prior experience is necessary. This can be anyone—a teacher, parent or volunteer from the community.

FAQs

WHAT DOES A RUNNING CLUB SESSION LOOK LIKE?

The agenda for each session is left up to the Coach. Marathon Kids will provide optional session-by-session plans for Coaches that include a theme of the day (think pace or form), a warm-up activity, running/walking distance goal, a cool-down activity and mileage tracking.

WHAT DOES AN OFFICIAL MARATHON KIDS RUNNING CLUB GET?

Each registered running club will receive:

4. **THE COACH'S GUIDE.** This includes all the tools and resources a Coach will need to lead a successful Marathon Kids running club.
5. **ACCESS TO OUR ONLINE PORTAL.** Here, Coaches will find additional resources, meet other Coaches and share best practices.
6. **MARATHON KIDS BRANDING AND LICENSING** and instructions on how to use them successfully.
7. **UP TO FIVE MARATHON KIDS COACH T-SHIRTS.** One for you and one for up to four volunteers you recruit to help run your club. While volunteers are optional, they are a great way to get the community involved.
8. **PARTICIPANT REWARDS.** Each participant earns the following rewards once they reach the distance of 1, 2, 3 and 4 marathons:
 - a. Marathon #1 Reward - 26.2 miles: Marathon Kids exclusive Nike T-shirt
 - b. Marathon #2 Reward - 52.4 miles: Custom Nike shoelaces
 - c. Marathon #3 Reward - 78.6 miles: Custom Nike shoe deubr  s (shoe tags)
 - d. Marathon #4 Reward - 104.8 miles: Marathon Kids exclusive Nike 104.8 finisher wristband
 - e. Each participant will receive a Marathon Kids **Mileage Certificate** for the amount of miles he/she completes.

FAQs

WHAT IS INCLUDED IN THE COACH'S GUIDE?

The Coach's Guide details the information the Coach will need to successfully implement the Marathon Kids running club, including how to set up running routes, structure and conduct a session, track miles, plan the Kickoff Ceremony, deliver incentives, run safely and effectively, engage families and volunteers, and conclude the running club.

And then add a sentence about finding all the resources in the Coach's Club online

WHERE DOES A MARATHON KIDS RUNNING CLUB MEET?

Marathon Kids running clubs can meet at schools, community-based organizations or in a neighborhood; it's up to the Coach. Participants can run on a standard track or a measured running space using cones, flagging or familiar landmarks.

The Nike+ Running App is available to help you plan out your routes or track miles along the way. The app is available on iOS and Android.

WHEN DOES A MARATHON KIDS RUNNING CLUB MEET?

Marathon Kids running clubs can meet before, during or after school or on the weekends. The club can be part of an existing program or a stand-alone program.

WHEN CAN I START A MARATHON KIDS RUNNING CLUB?

Marathon Kids running clubs can be started any time of the year. Coaches choose from a 3-9 month season, bookended by your Kickoff Ceremony and Finisher Celebration.

HOW DO I MAKE MY RUNNING CLUB AN OFFICIAL MARATHON KIDS RUNNING CLUB?

In order to make an official Marathon Kids running club, you will need to register your club online at **marathonkids.org**. Follow the simple steps to register your running club (see page 15). Use this Pre-Registration Packet to be sure you have everything you need to successfully register your club.

WHAT SUPPORT DOES MARATHON KIDS STAFF PROVIDE?

Your region's Manager of Running Clubs and Partnerships is dedicated to providing you with the best possible program. Find out who covers your region by going to **marathonkids.org/the-team/** or contact us at **programs@marathonkids.org** or 512-477-1259.

FAQs

WHAT IS THE COST TO BECOME A MARATHON KIDS RUNNING CLUB?

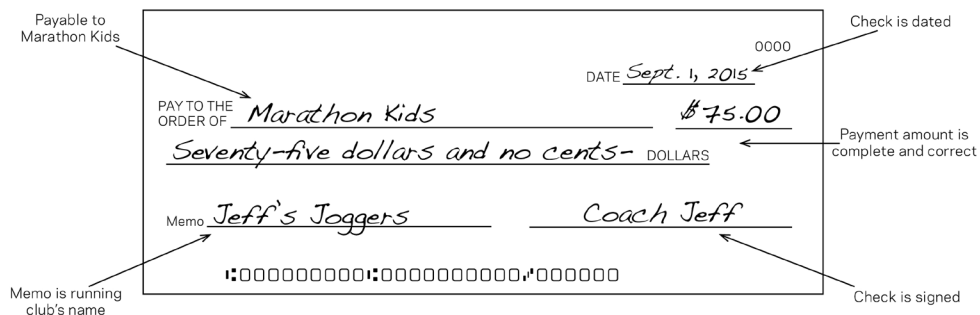
The cost to register your Marathon Kids running club is only \$15 per participant + shipping and handling. The cost is the same no matter how many miles each participant completes. Shipping and handling costs vary based on the number of kids in your club and the club location.

HOW DO I PAY FOR MY RUNNING CLUB?

We accept one payment per running club, either by check or online by credit card. The running club Coach will select his/her payment option when registering the running club online at **marathonkids.org**. Contact your runners' parents to collect individual payments.

WHO DO I MAKE THE CHECK PAYABLE TO?

Checks should be made payable to "Marathon Kids." If you are paying by check, see the example below. Your kit will not be shipped until your check has cleared.



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/.

Additionally, once you have registered your club you'll have access to the Coach's Club and all the official club management and tracking tools. Below is a list of what you can find online in both locations:

PUBLIC RESOURCES:

- Come Run With Us Flyer
- Participant Sign-up Form
- Participant List
- Parent FAQs
- How to Talk about Marathon Kids to Kids
- Recruitment Page Set-up
- Mileage Planner
- How to Use Rewards
- T-shirt Sizing Guide
- Cold + Inclement Weather Running Tips
- Hot Weather Running Tips
- Why Marathon Kids
- Marathon Kids Do Better
- Sample Recruitment Email
- Marathon Kids and ESSA
- Fundraising Guide
- Crowdrising Fundraising Page

COACH'S CLUB RESOURCES:

- Coach's Guide
- Session Cards
- Warm-ups + Cool-downs
- Motivational Tips
- Running Games
- Mileage Logs
- Mini Mileage Logs
- Fuel Logs
- Pledge Bibs
- Mileage Certificates
- Go Big! Event Guide
- Sample Event Invitations
- Welcome Leadership + PTA Letters
- Welcome Kids + Parents Letters
- Modeling Healthy Behaviors
- Lap Tracker
- Mileage Tracking Platform

*Do you have another question we didn't answer? Talk to our expert and dedicated staff.
Contact us at programs@marathonkids.org or **512-477-1259***

MARATHON KIDS



READY TO GO?

Visit our website at **MARATHONKIDS.ORG** or contact us at **512-477-1259**.

We also offer a Marathon Kids program for families so parents and kids can start their own running clubs at home. Visit our website to learn more.

Marathon Kids is a nonprofit organization committed to improving children's health through a fun, goal-driven youth running program—and it's partnering with Nike to get even more kids moving.

Nike believes in the power of sport and physical activity to help athletes* reach their human potential and ultimately to transform the world. Nike is excited to partner with Marathon Kids to give kids positive, early experiences in sport and physical activity to get them active for life. **If you have a body, you're an athlete.*

MARATHONKIDS.ORG | @MARATHONKIDS
FACEBOOK.COM/MARATHONKIDS

NIKE.COM/MARATHONKIDS