



26.2

RUN UNITED

2020 UNITED

VIRTUAL MARATHON

2020 EVENT PLAYBOOK





WELCOME TO RUN UNITED

Across the country, the impacts of the COVID-19 pandemic are being felt in the running community. Group runs no longer take place. Races are being canceled. Runners plan their routes with social distancing in mind.

For five years, United Way for Southeastern Michigan’s Run United team of 300+ runners has participated in the Detroit Free Press Marathon and other local running events. Together, we’ve raised hundreds of thousands of dollars to support United Way’s work to build communities of stable households and thriving children.

Though most in-person events have been canceled for the foreseeable future, our commitment to supporting our community through running and fundraising will continue through a Run United Virtual Marathon.

- 3 THE EVENT
- 4 WHO
- 4 WHEN
- 5 HOW TO PARTICIPATE
- 6 TIPS AND IDEAS FOR CORPORATE PARTNERS
- 7 INCENTIVES FOR PARTICIPANTS
- 8 STAYING SAFE
- 9 PLANNING A SAFE COURSE
- 10 NUTRITION
- 11 HYDRATION
- 12 WARM-UP AND COOL-DOWN STRETCHES



THE EVENT

Let's run a marathon together—virtually—to support children and families in our community.

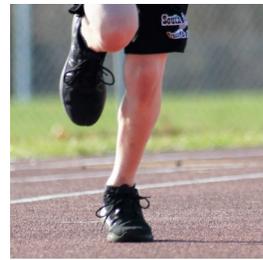
Starting with United Way's 2020-21 Campaign Kickoff in September, runners and walkers will commit to logging at least 25 miles on their own. Then, we'll all complete the final 1.2 miles together with a virtual "race" on Oct. 18—the date of what may or may not be the Detroit Free Press Marathon.

Funds raised through the Run United Virtual Marathon will support efforts to close the digital divide for students in our region, providing them with laptops, internet access and other technology supports. Participants will also be encouraged to engage their friends and family to raise funds and virtually cheer them on as they log their miles and complete their marathon.



WHO

Open to all ages and abilities. You are welcome to complete your miles in whatever way works best for you – walking or running; all at once or one mile at a time.



WHEN

Complete your 25 miles between United Way's Campaign Kickoff on Sept. 16 and the 1.2-mile virtual event on Oct. 18.

TIMELINE

AUG. 7

- ▶ Registration opens.

SEPT. 1

- ▶ Register by this date to ensure that you receive your shirt and swag by Sept. 16.

SEPT. 4

- ▶ Run United tech shirt and swag are mailed.

SEPT. 16

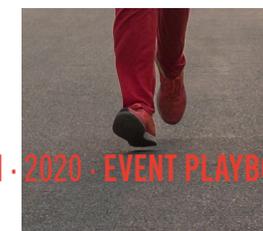
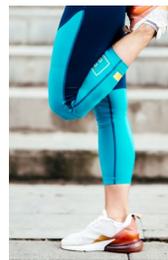
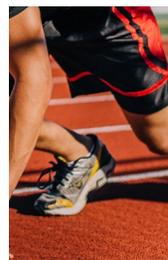
- ▶ Virtual marathon begins.

SEPT. 16-OCT. 17

- ▶ Complete 25 miles (or more) running or walking on your own.

OCT. 18

- ▶ 1.2-mile celebration run or walk.





HOW TO PARTICIPATE

- 1 Sign up for the Run United Virtual Marathon on OneCause. Then create your profile with a photo, fundraising/miles goals and why you're running with us.
- 2 Complete your miles however you'd like—all in one day or one mile at a time; running or walking; in your neighborhood or on a treadmill; solo or with your dog, kids or spouse. Whatever fits your schedule and preference!
- 3 Log your miles using OneCause, or the Strava app.
- 4 Throughout the month, post your photos or screenshots from your runs along with your mileage total in OneCause. You can also share your posts on social media using the hashtag **#RunUnited2020**.
- 5 Watch for challenges and contests for chances to win bragging rights, prizes and more.
- 6 Fundraise with your friends and family.
- 7 Finish your last 1.2 miles with your Run United teammates on Oct. 18.
- 8 Celebrate!



TIPS AND IDEAS FOR CORPORATE PARTNERS

- ▶ Create competition between different departments or teams within your company and have them compete against each other for most miles logged.
- ▶ Award employees for different accomplishments like most miles logged, fastest mile, best running outfit, etc.
- ▶ Have executive team members sign up to encourage participation.
- ▶ Share updates and photos in your employee newsletter or intranet.
- ▶ Set company-wide goals, such as the number of runners or total miles logged.
- ▶ Offer incentives to your employees for number of miles run or funds raised, like reimbursing their registration fee.



INCENTIVES FOR PARTICIPANTS

- ▶ Receive a special-edition Run United Virtual Marathon tech shirt, neck gaiter and sticker.
- ▶ Access to support from several accomplished runners and industry experts, including multi-time marathoners, who can advise on issues like:
 - ▶ Shoes and other gear.
 - ▶ Programs for getting started with a running/walking program.
 - ▶ Information on motivation, stretching and nutrition.
- ▶ Become eligible for prizes by fundraising and completing activities like volunteering, sharing photos and recruiting friends.



STAYING SAFE

- ▶ If you wear headphones while you run/walk/roll, please be aware of your surroundings.
- ▶ Pace yourself - you don't have to run if you don't feel up to it. We encourage any combination of running, walking and rolling.
- ▶ Stay hydrated – make sure you have plenty of water along your chosen route or bring water with you. Remember, some public drinking fountains and facilities may be closed due to the COVID-19 pandemic.
- ▶ Avoid busy roads and crowded areas – when mapping your route, make sure there are designated paths or sidewalks for runners. Don't run in the streets, and avoid crowded areas.
- ▶ Follow local guidelines for social distancing and use of a face mask in public.
- ▶ Questions about your fitness? Consult your physician or medical provider before signing up.



PLANNING A SAFE COURSE

Whether you walk, run or roll, it is important that your course is safe.

- ▶ **Consider weather conditions:** It is best to do your runs when the temperature is coolest, such as mornings. If this is not possible, be sure to be properly hydrated, carry a water bottle or map a route that circles around your home in case you need to stop for fluids.
- ▶ **Good Visibility:** Choose a course that is open and visible. For example, a wide, straight sidewalk is better than back alleyway or route with a lot of twists and turns.
- ▶ **Ample Lighting:** If you run in the early morning or evening, look for ample and evenly placed lighting (every 100 -200 feet). Also, consider wearing clothing or other items with reflectors so that you can be easily seen by motorists and bikers.
- ▶ **Even Terrain:** Check your course to be sure that the terrain is flat and even. A course with raised sidewalks, potholes or steep/slanted hills can increase your risk of injury.
- ▶ **Consider Intersections:** When you plan your course, try to avoid busy or unsafe intersections, especially those without crosswalks, whenever possible. If crossing an intersection, be sure to look both ways and yield to cars and bikes.



NUTRITION

PRE-WORKOUT

- ▶ Consume a normal balanced meal 3-4 hours before your walk/run.
 - ▶ Aim for a balance of protein, carbohydrates (grains, veggies) and some healthy fats.
 - ▶ Try not to eat any new foods that are not part of your normal intake.
 - ▶ Allow time for proper digestion.
- ▶ Consume a carbohydrate-rich snack within an hour of your walk/run.
 - ▶ Provides quick energy without fullness.
 - ▶ Options include pretzels, granola bars and fruit.

POST-WORKOUT

- ▶ Hydration is your top priority.
- ▶ Recover with carbohydrates and protein within two hours of training.



HYDRATION

- ▶ Fluids are important, especially when you train in warm/dry weather.
- ▶ Be sure to pre-hydrate on the days leading up to race day.
- ▶ Aim for 64 ounces of fluids per day. This can include water, sports drinks, juice and even tea.
- ▶ On the morning of the race, drink 16 ounces of water two to three hours before the start, giving your body time to process extra fluid.
- ▶ Drink another one to two cups right before race time.
- ▶ If temperatures are high, consider carrying a water bottle during your walk/run/roll.
- ▶ Rehydrate with at least 16 ounces of water plus electrolytes, especially if perspiration was high during the race.



WARM-UP AND COOL-DOWN STRETCHES

Before and after your race, be sure to properly stretch to reduce muscle stiffness and soreness. The stretches below should be done in two to three sets of 20 to 30 seconds each set.



QUADRICEPS STRETCH

- ▶ Stand straight, lift your right foot behind you and grab your foot with your right hand. Pull your heel gently toward your butt, feeling a stretch in your quad. Keep your other leg straight and try to keep your knees close together. Repeat on opposite side.



HAMSTRING STRETCH

- ▶ Extend your right leg so your right heel is on the ground in front of you. Bend your left knee and slowly lower your hips down and back, as if you were sitting into an imaginary chair. Keep your upper body tall. Repeat on opposite side.



HIP FLEXOR STRETCH

- ▶ Kneel on your right knee, with your left foot in front of your body. Lean forward from the hips. Repeat on opposite side.



GLUTE AND PIRIFORMIS STRETCH

- ▶ Cross your right ankle just above your left knee and lower down into a squatting position. Hold onto something for balance if necessary. If comfortable, gently push down on your right knee. Repeat on opposite side.



SQUATTING GROIN STRETCH

- ▶ Stand with your feet wide apart, toes pointing outward. Slowly squat down until your knees are directly over your ankles and bend to 90 degrees. Place your hands on top of your inner thighs and slowly push outward to open your hips. Feel the stretch in both legs.