



The Power of the Web



What You Must Have

- Race Date
- Time
- Entry Procedures
- Course information
- Awards structure
- Results
- Logistics information, directions, etc.
- Expo/Package Pickup information
- Lodging/Travel information
- Contact information

Some Tips

- ❑ **Test for all** – Not everyone has high speed.
- ❑ **Feedback** – Have several volunteers go through the site periodically.
- ❑ **Monitor Calls** – post what people can't find

Quick Tips for Post-Race

- ❑ **Results** – Post them NOW!
- ❑ **Instructions** - When runners come to see results, put all post-race instructions front and center (late t-shirt pickup, participant photo info, chip return, etc.)
- ❑ **Be Up to Date** - Post next year's date ASAP!

Post a 2007 Date as Soon as Possible

Random Image

Saturday, June 3, 2006
Albany, NY

Freihofer's
Run For Women

USA
TRACK & FIELD

5K Run For Women | Kids' Run | Community Walk | Expo | Volunteer

"Running into the new Millennium"

Contact Us
2006 Race Sponsors
FRW Home

Race History
Short Version
Long Version
History Stats

Events
Womens 5K
Kids' Run

REGISTER HERE NOW

Welcome to the 2006 Freihofer's Run for Women Web Site

2006 Results Now Available!

timesunion.com | BLOGS

WHEN A CITIZEN SPENDS AS MUCH TIME READING ADS AS EDITORIALS, IT CAN ONLY BEAR ONE THING.

WE'VE GOT YOU COVERED WITH A NEW CAR

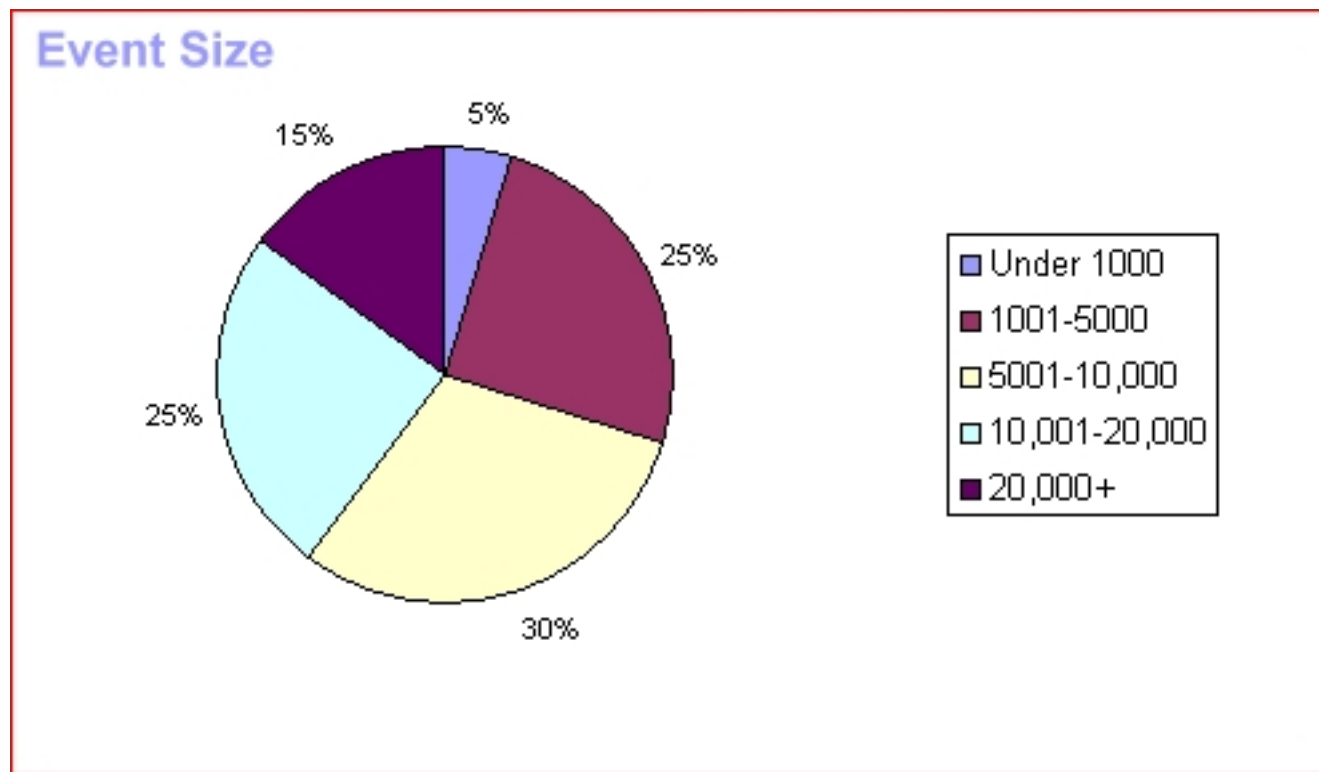
NEWSPAPER ADVERTISING

A SUSTAINABLE BUY & BUSTRACTOR
CLICK TO LEARN MORE

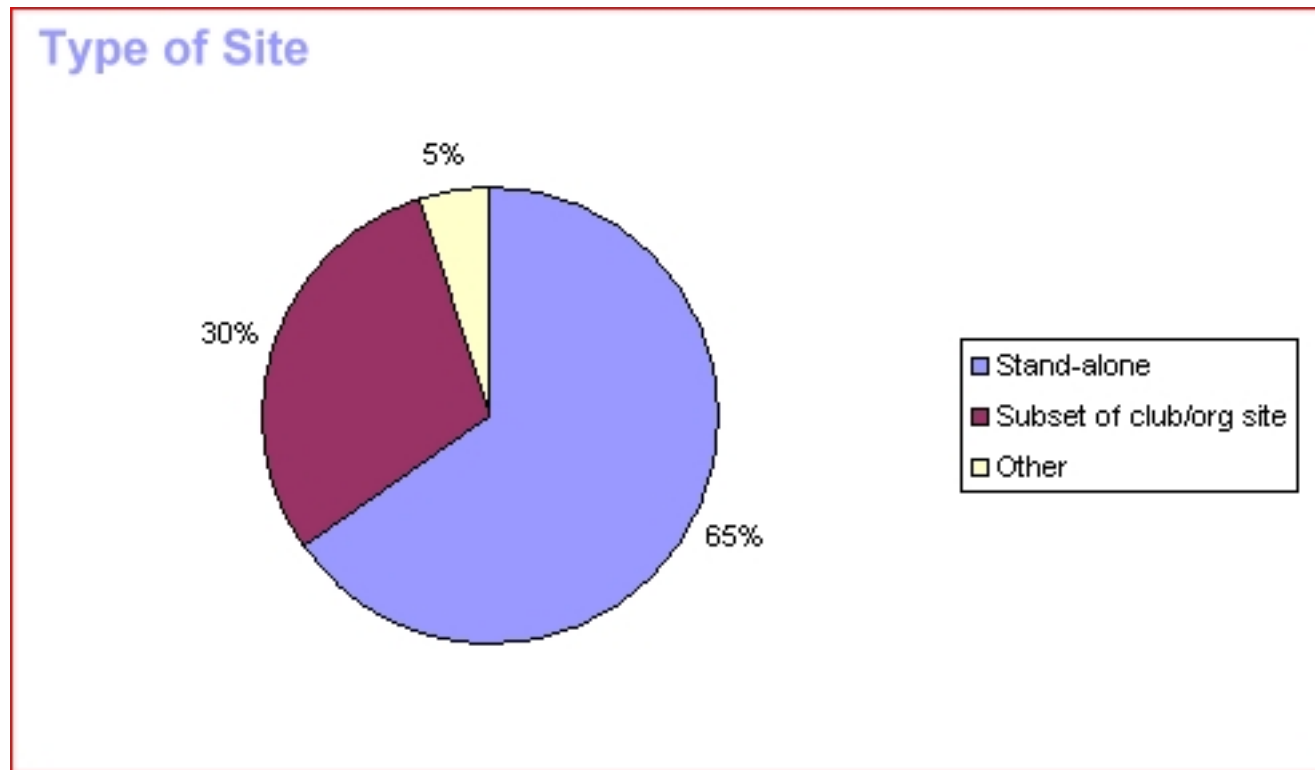
READY TO RUN

Ready to Run?
We partnered with timesunion.com to create a 'running blog' to help you get ready for Race Day.

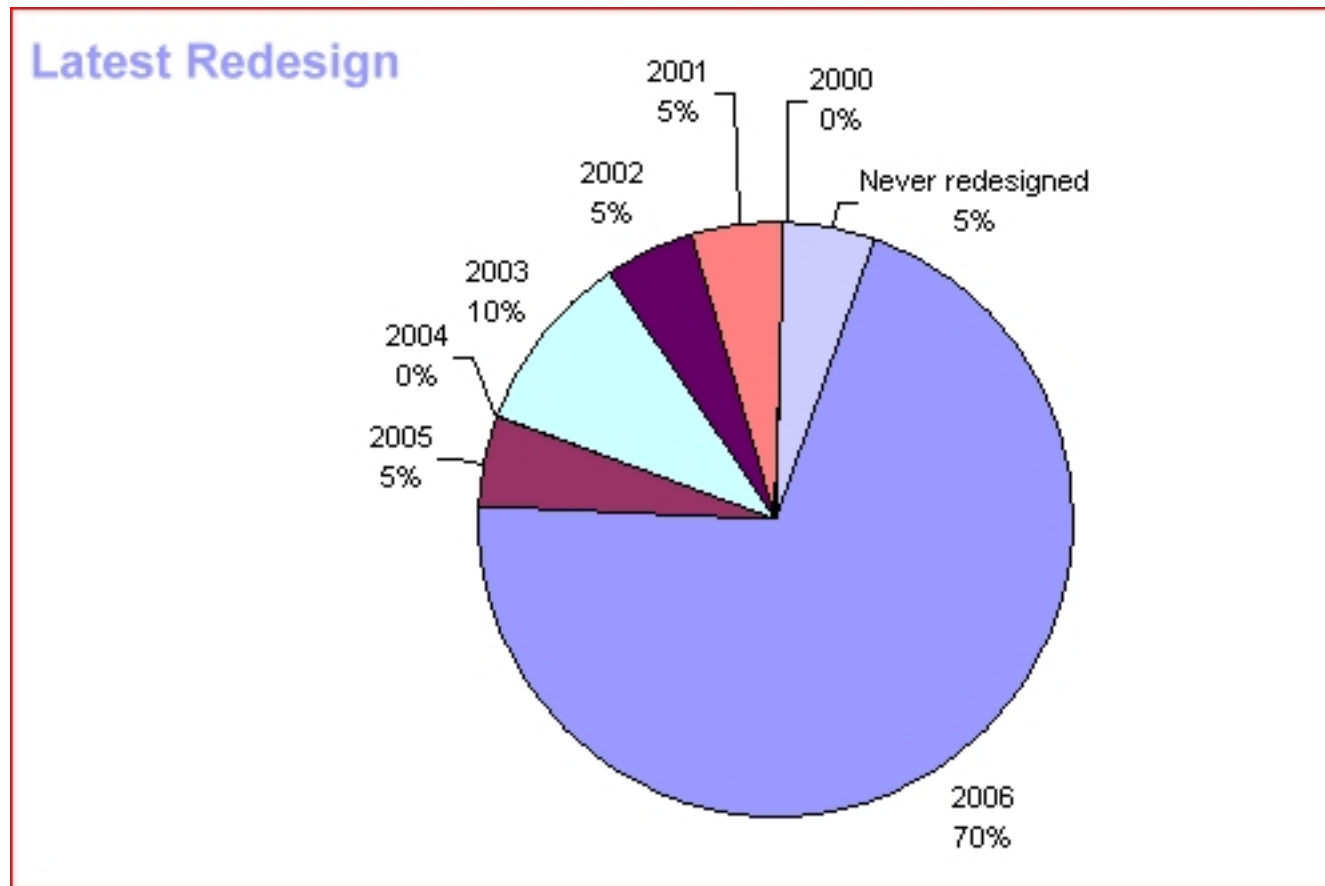
Size of Event



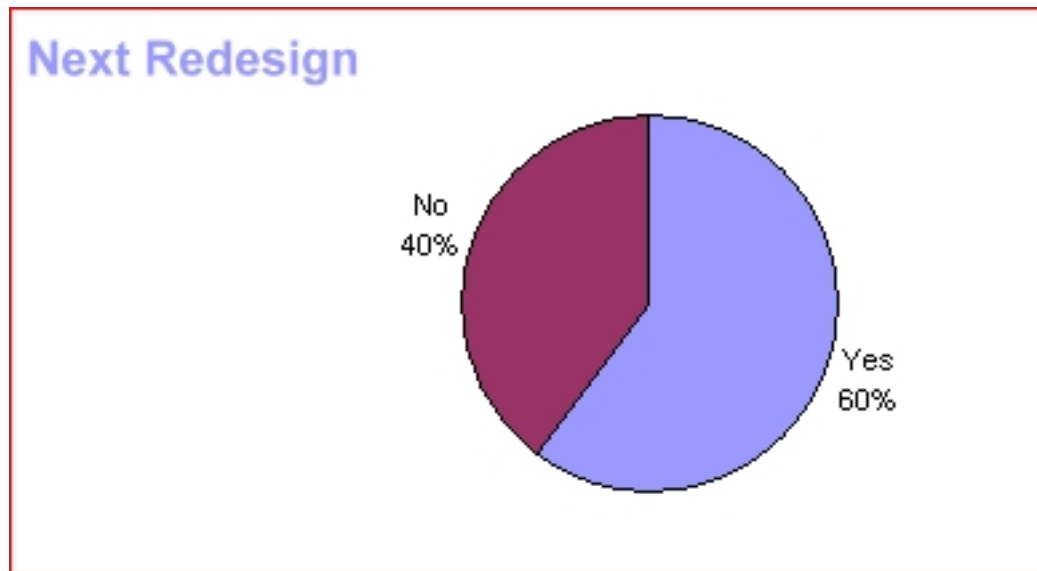
Type of Website



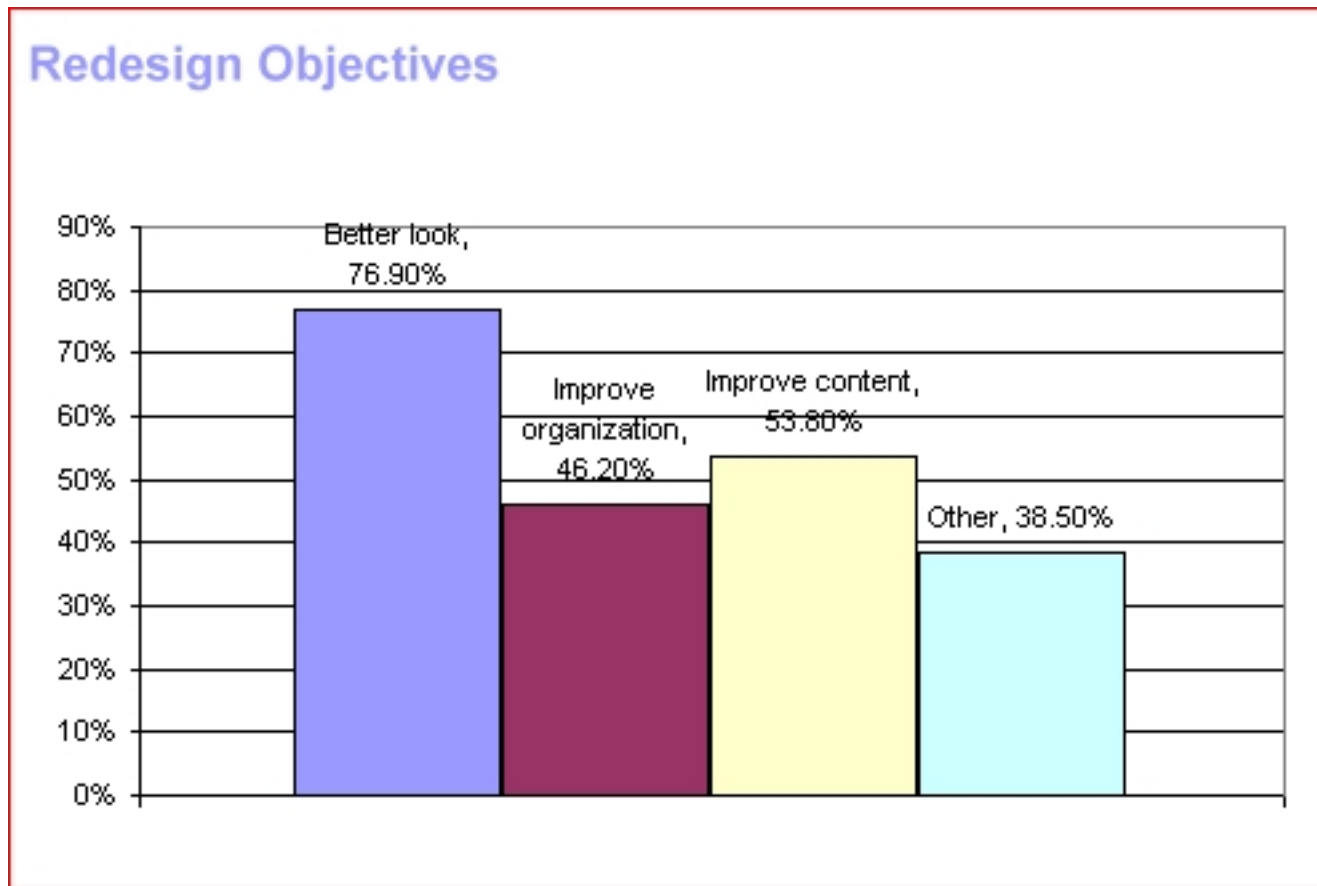
Latest Redesign



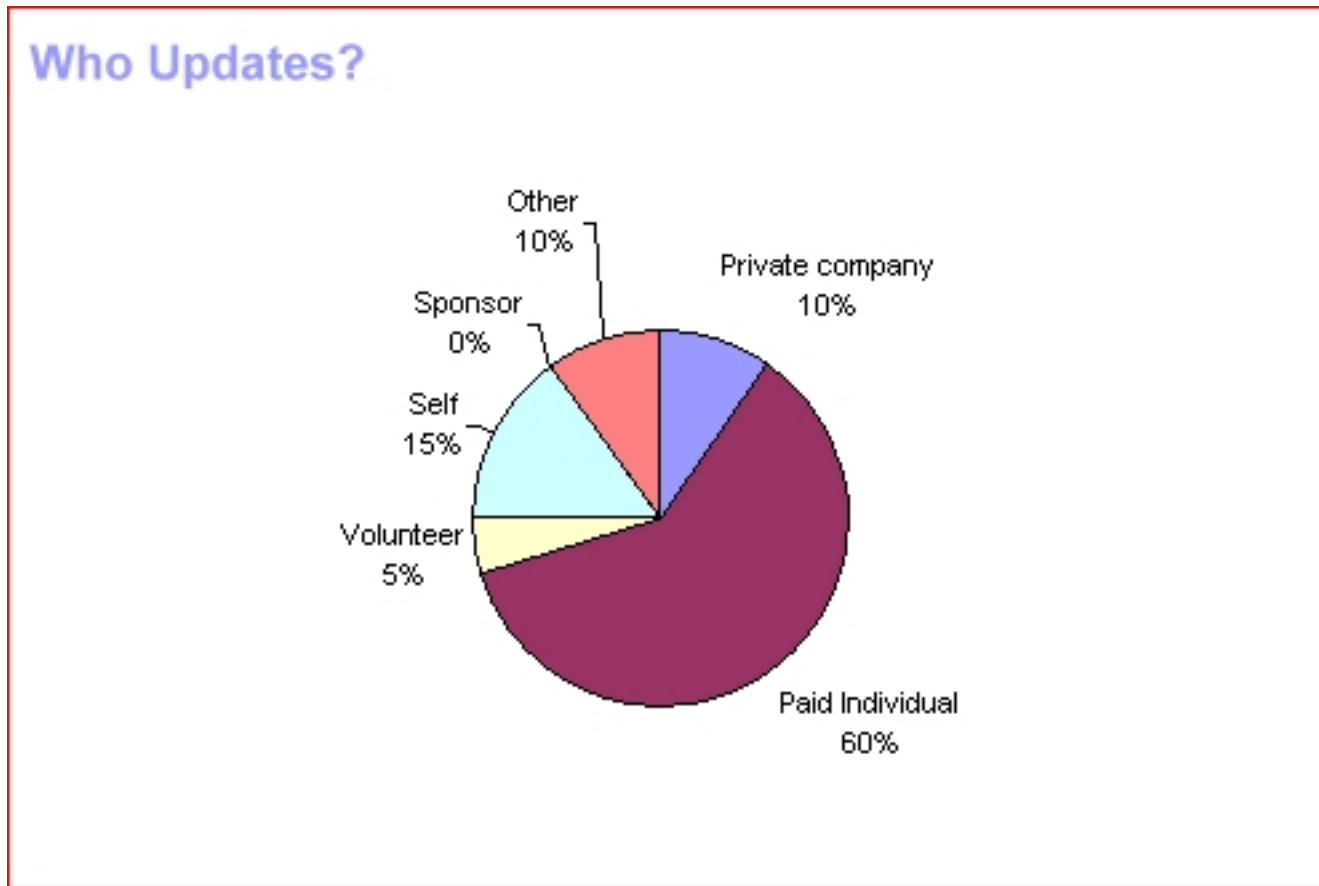
Planning a Redesign in Next Year or Two



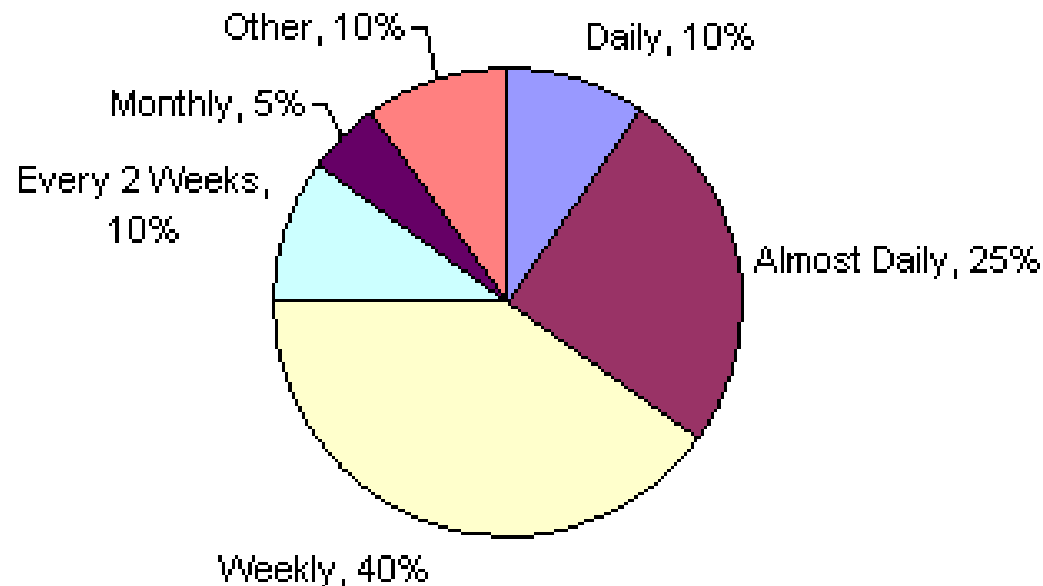
Objectives of the Redesign



Who Updates Your Website?

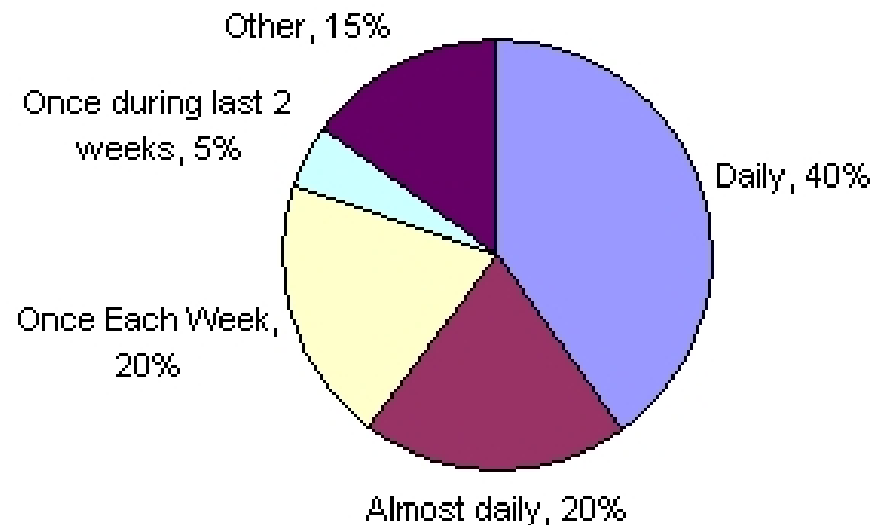


Update Frequency: 2 Months – 2 Weeks Out



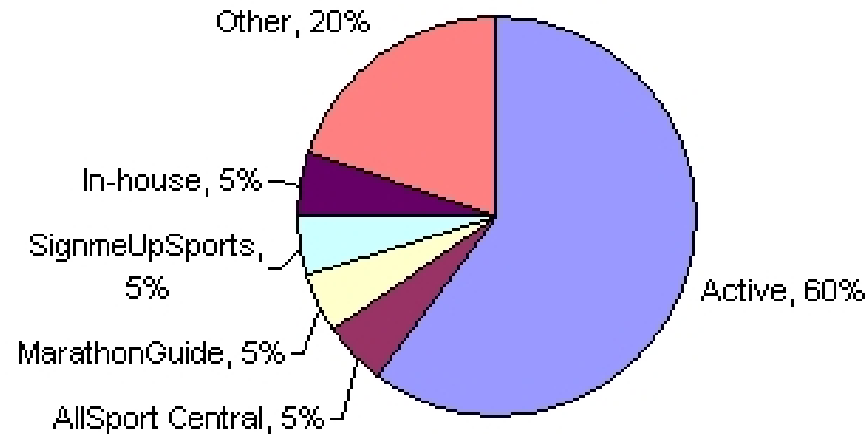
Update Frequency: 2 Weeks Through Race Day

Frequency II



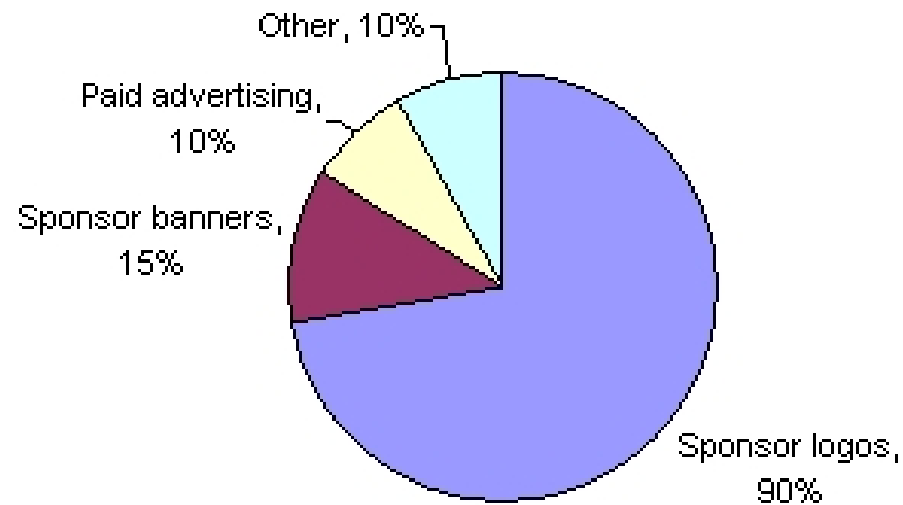
Who Does Your On-line Registration?

On-line Registration



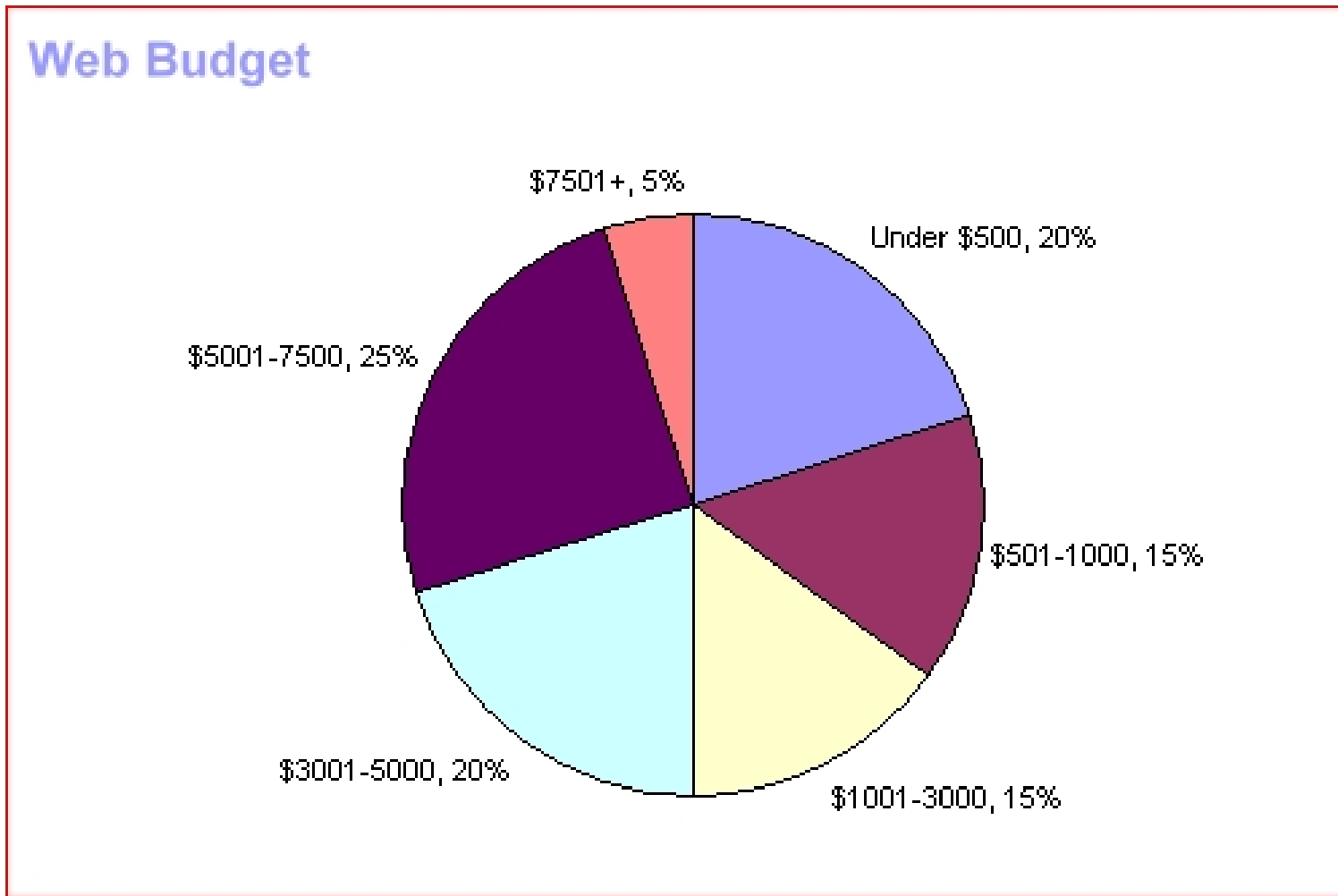
Advertising on Your Site

Site Advertising

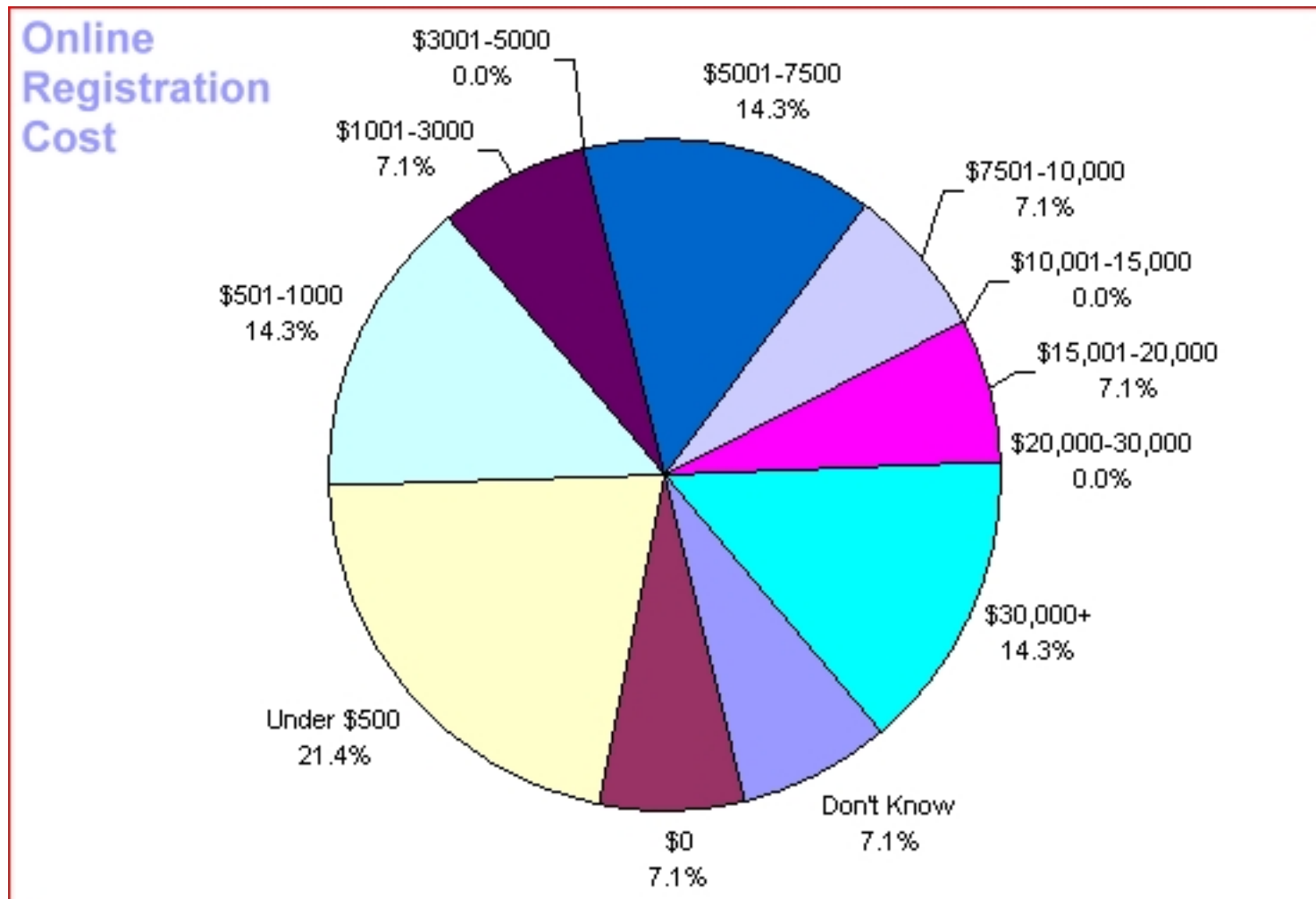


Yearly Budget for Web Expenses

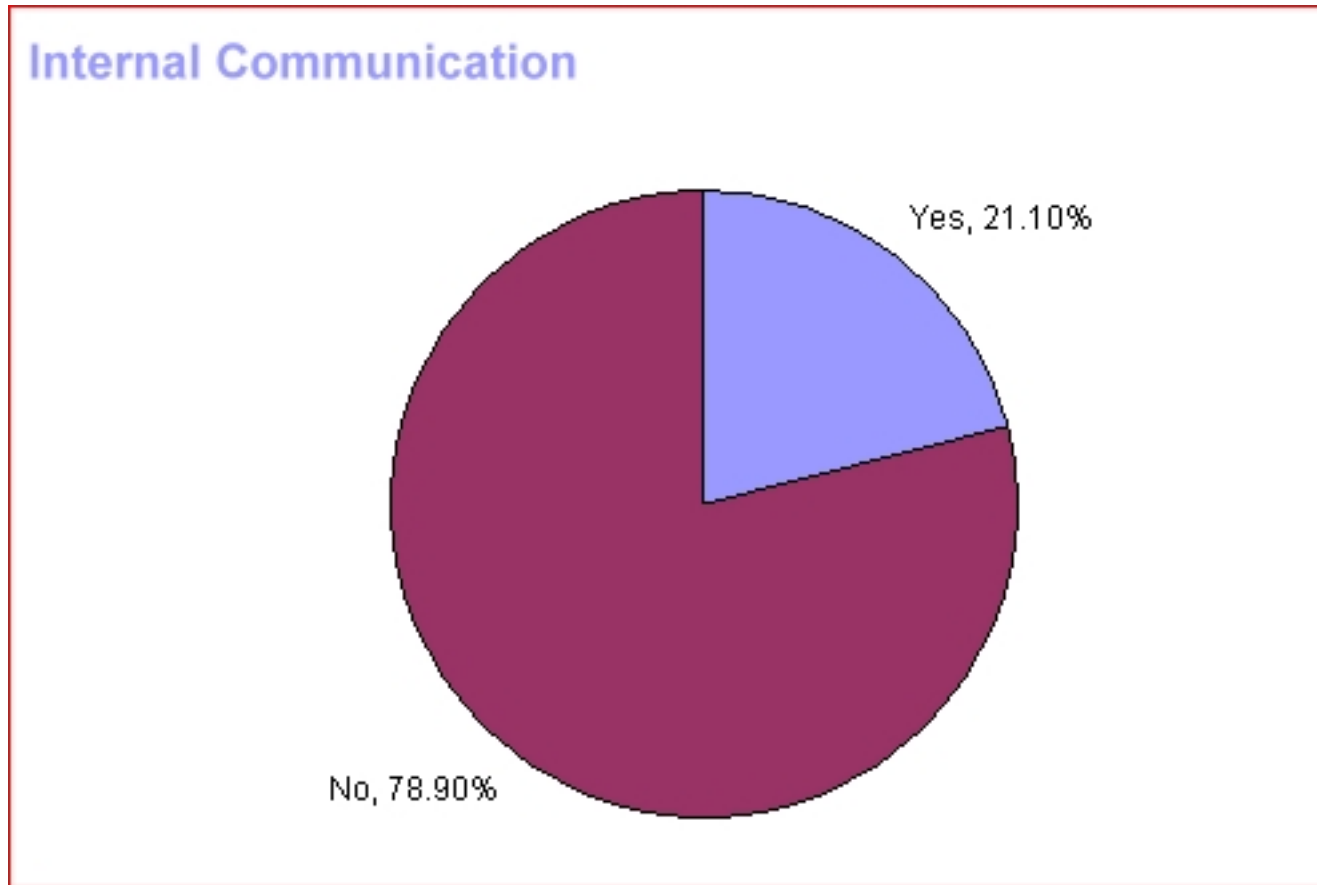
(Excludes on-line registration)



Cost of On-line Registration



Use Website for Internal Communications





Cherry Blossom Website



Administrative Resources

Below are links to helpful resources. These files are for information only. **Do not make any changes in any of the files** on the web; send all changes to Phil at pstewart@rrm.com.

Forms

- [Committee Sign-Up Form](#) (for apparel, hotel, radios, etc. Word document)
- [Expense Voucher](#) (.pdf format)

Lists

- [06 Hotel Rooms Booked](#) (Excel file)
- [Committee List \(3-1-06\)](#) (.pdf format)
- [CUCB Sign Inventory as of 03/28/2006](#) (Excel file)
- [Supply Inventory](#) (Excel file)
- [VIP Parking List](#) (.pdf format)

Maps

[Forms](#)

[Lists](#)

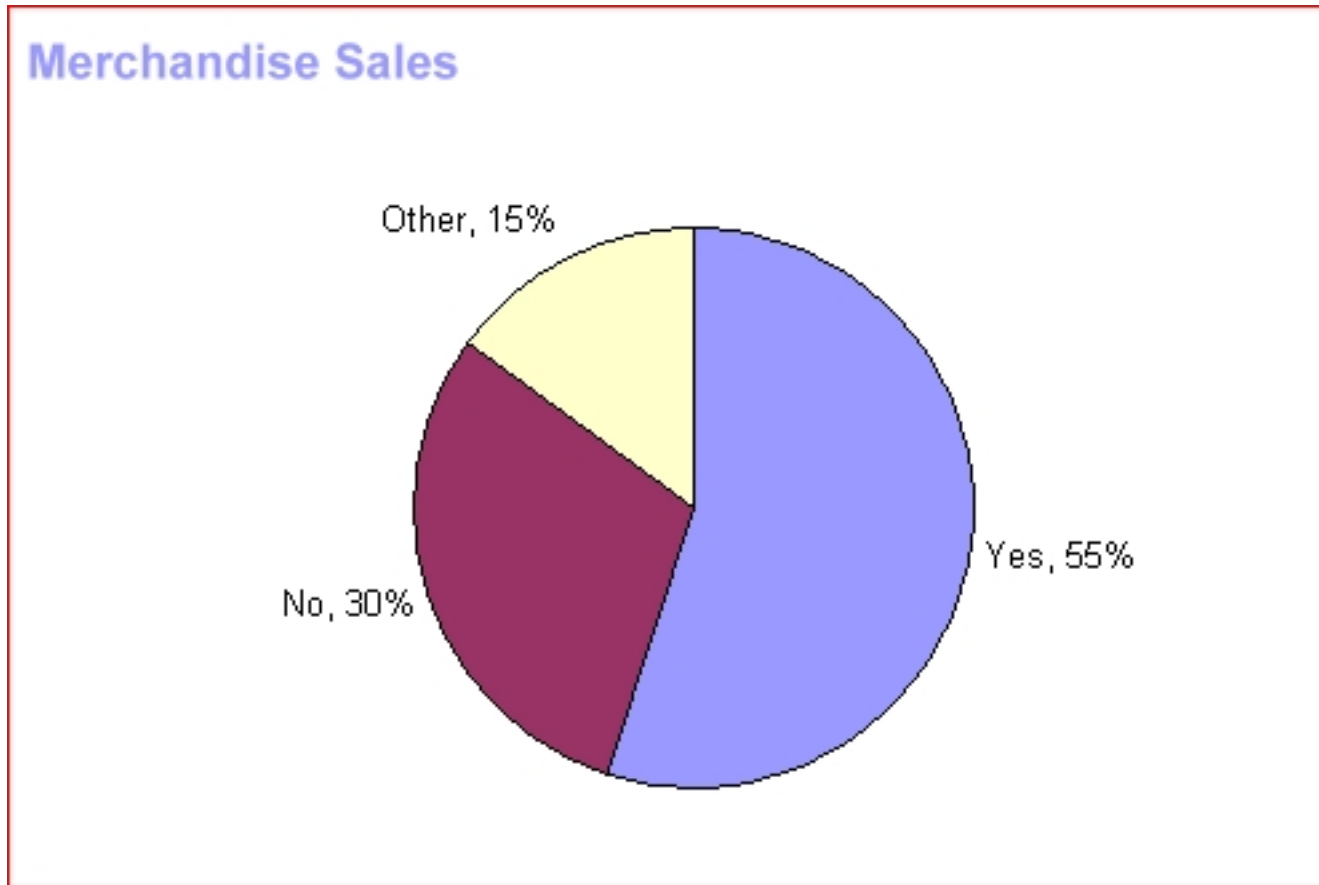
[Maps](#)

[Meeting Minutes](#)

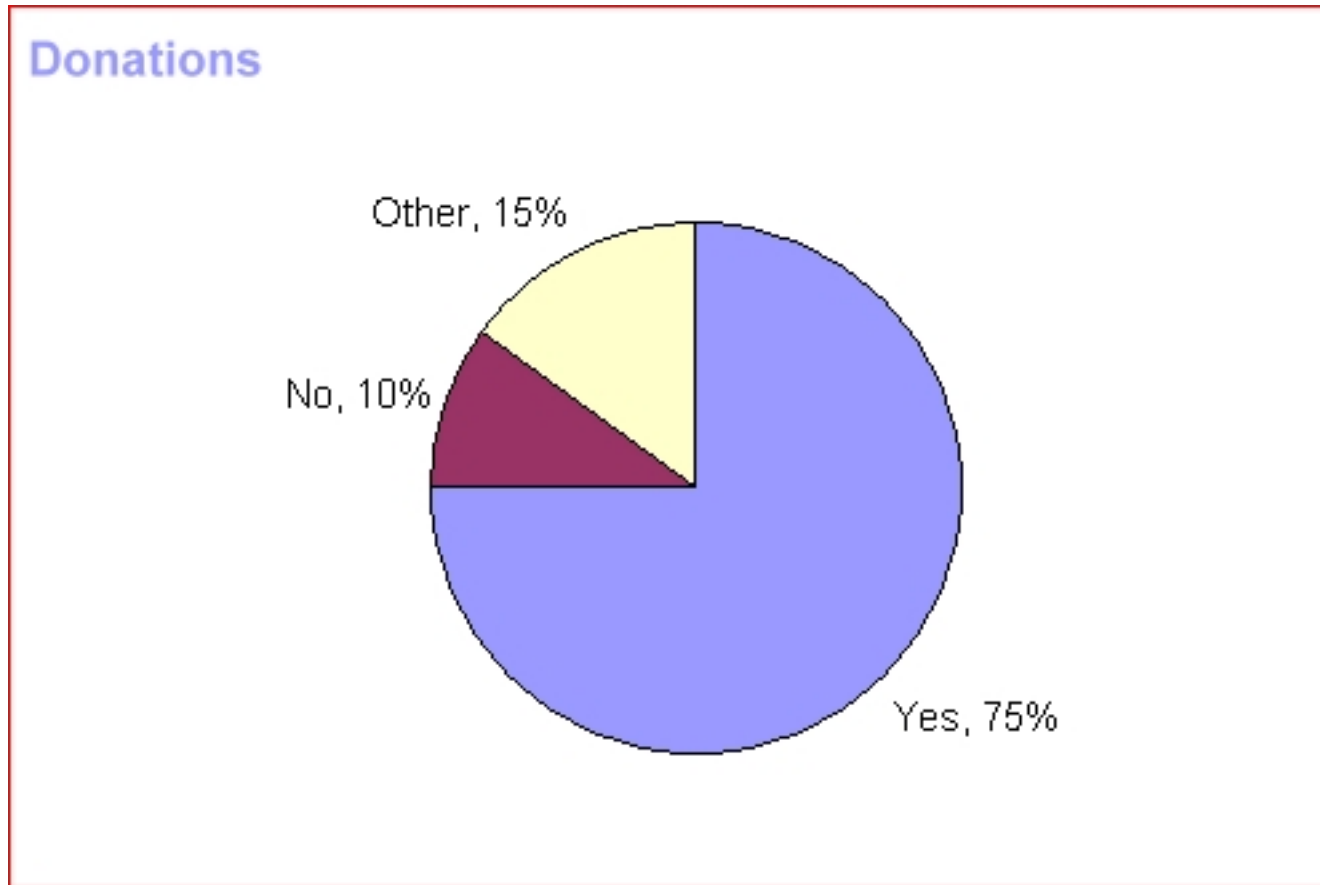
[Photos of Event Logistics](#)

[Timelines](#)

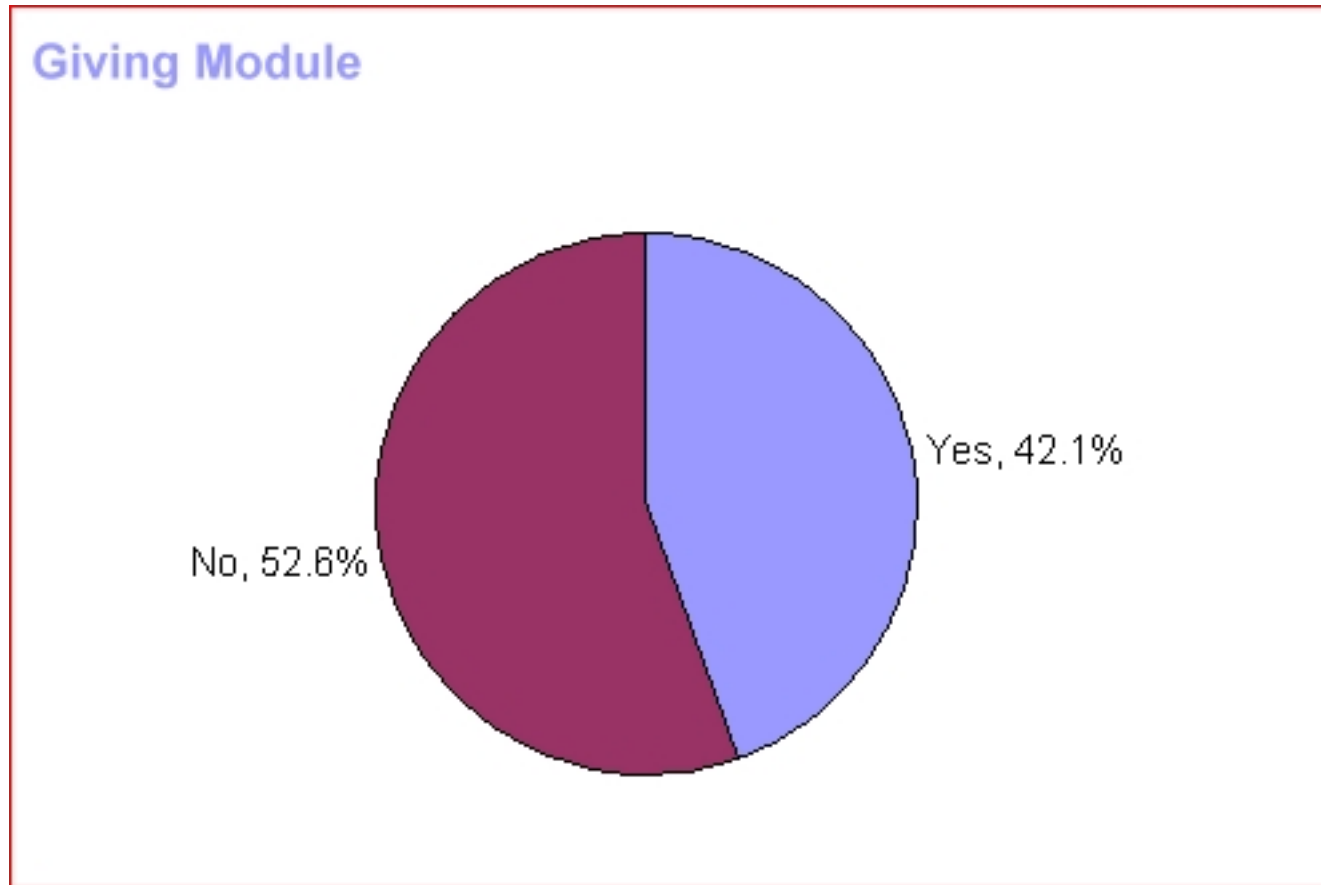
Do You Sell Merchandise on Your Site?



Do You Take Donations over Your Race Website?



Do You Use a Giving Module for Donations?



Unique Features: Volunteer Module

Volunteer Signup

Select the positions below and then click **SIGNUP▶**

To sign up as a general volunteer click [here](#).

[Forgot your assignments?](#)

Friday, February 16, 2007

Job Title	Location	Time Slot	Available
<input type="checkbox"/> Assist with packet pickup during 8 On Your Side Health and Fitness Expo	Tampa Convention Center - East Hall	9:00 a.m. - 1:00 p.m	19
<input type="checkbox"/> Assist with packet pickup during 8 On Your Side Health and Fitness Expo	Tampa Convention Center - East Hall	1:00 p.m. - 5:00 p.m	20
<input type="checkbox"/> Assist with packet pickup during 8 On Your Side Health and Fitness Expo	Tampa Convention Center - East Hall	5:00 p.m. - 8:00 p.m	19

Saturday, February 17, 2007

Job Title	Location	Time Slot	Available
<input type="checkbox"/> Assist with packet pickup during 8 On Your Side Health and Fitness Expo	Tampa Convention Center - East Hall	5:00am - 9:00am	20

Unique Features: Volunteers



Chip Retrieval

Sunday, April 2, 2006

Thank you for volunteering. We are thrilled to have you!

Please report to:

**The Packet Pickup Tent at the
Race Site at West Potomac
Park** (keep in mind, the roads
leading to the race site close at 7
AM)

Time:

8:30 AM - 11 AM

Your Team Captain is:

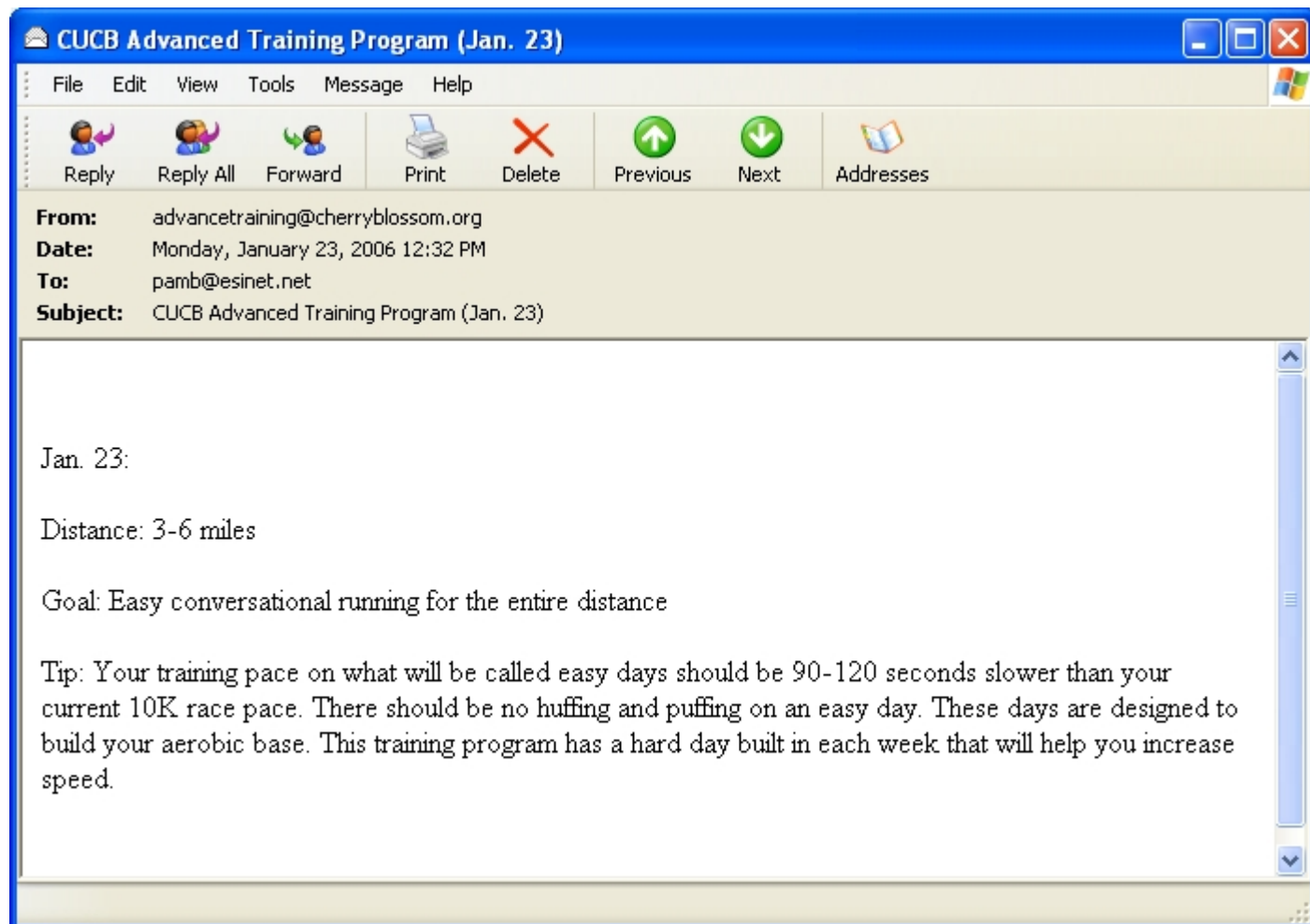
Nita Lalla
Nita@cherryblossom.org

Confirm Attendance: Please [Click Here](#) so that your team captain knows you have received this information and that you plan on attending. We count on your participation. Please let your team captain know ASAP if you are unable to volunteer.

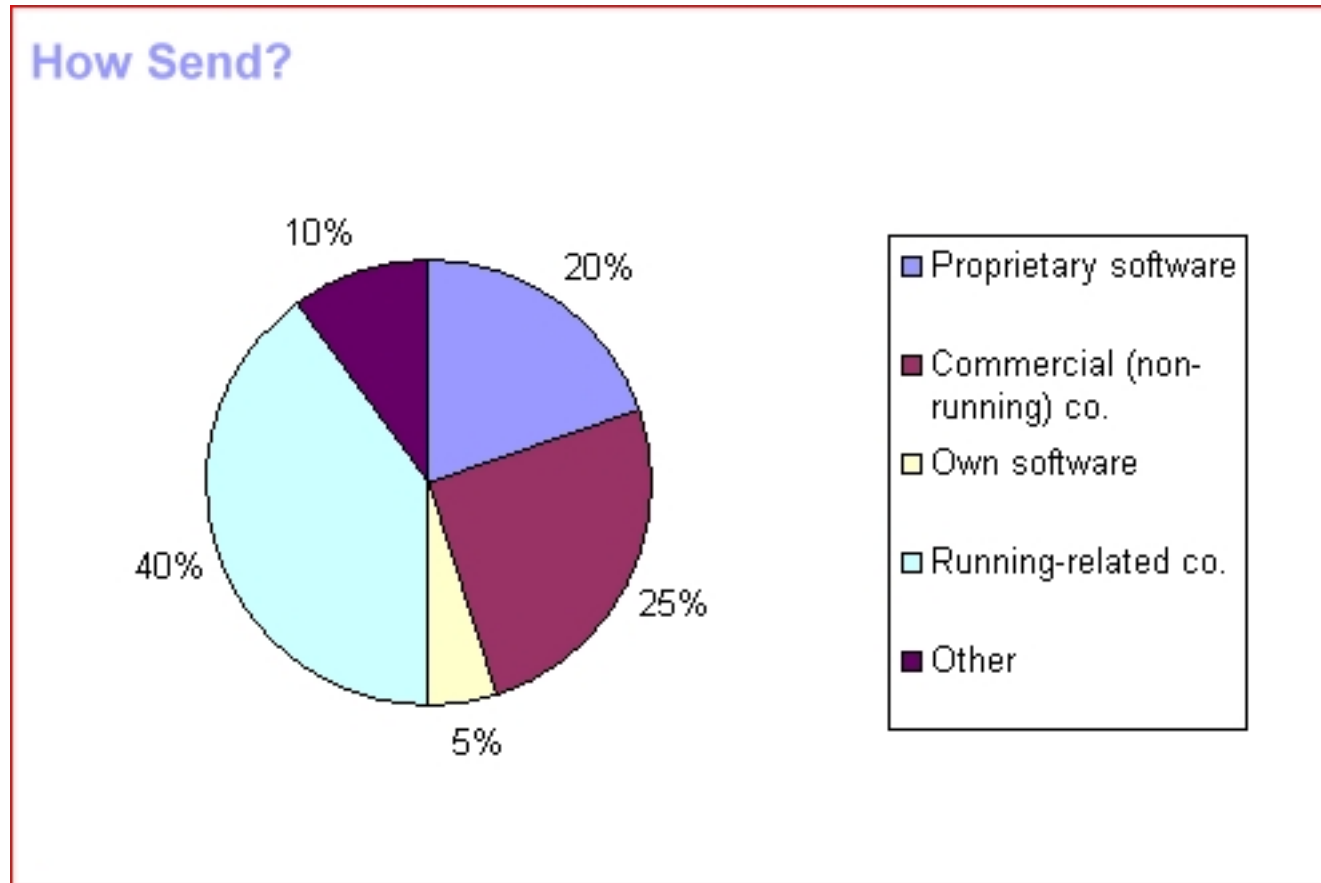
Unique Features: Course Video



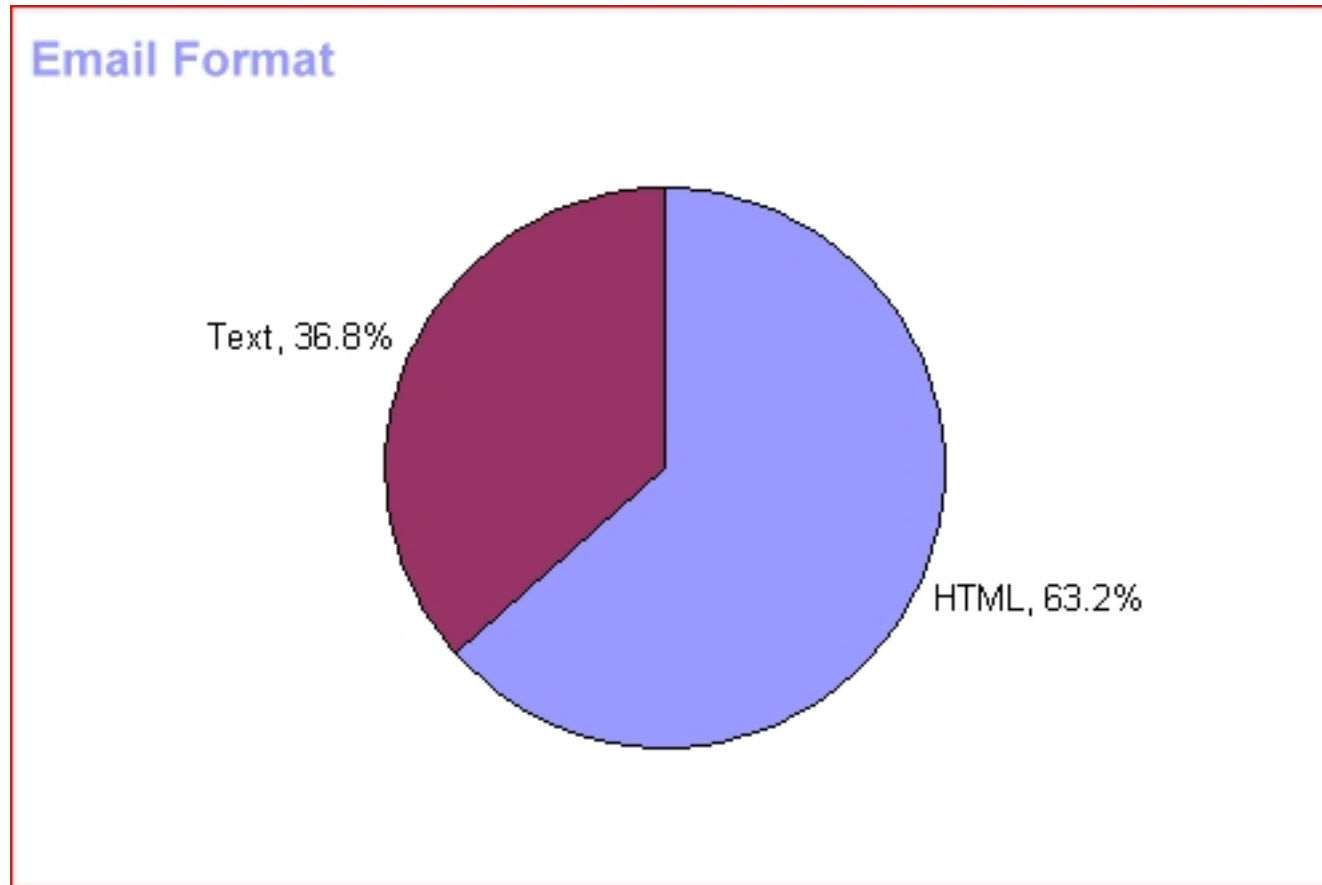
Unique Features: Virtual Training



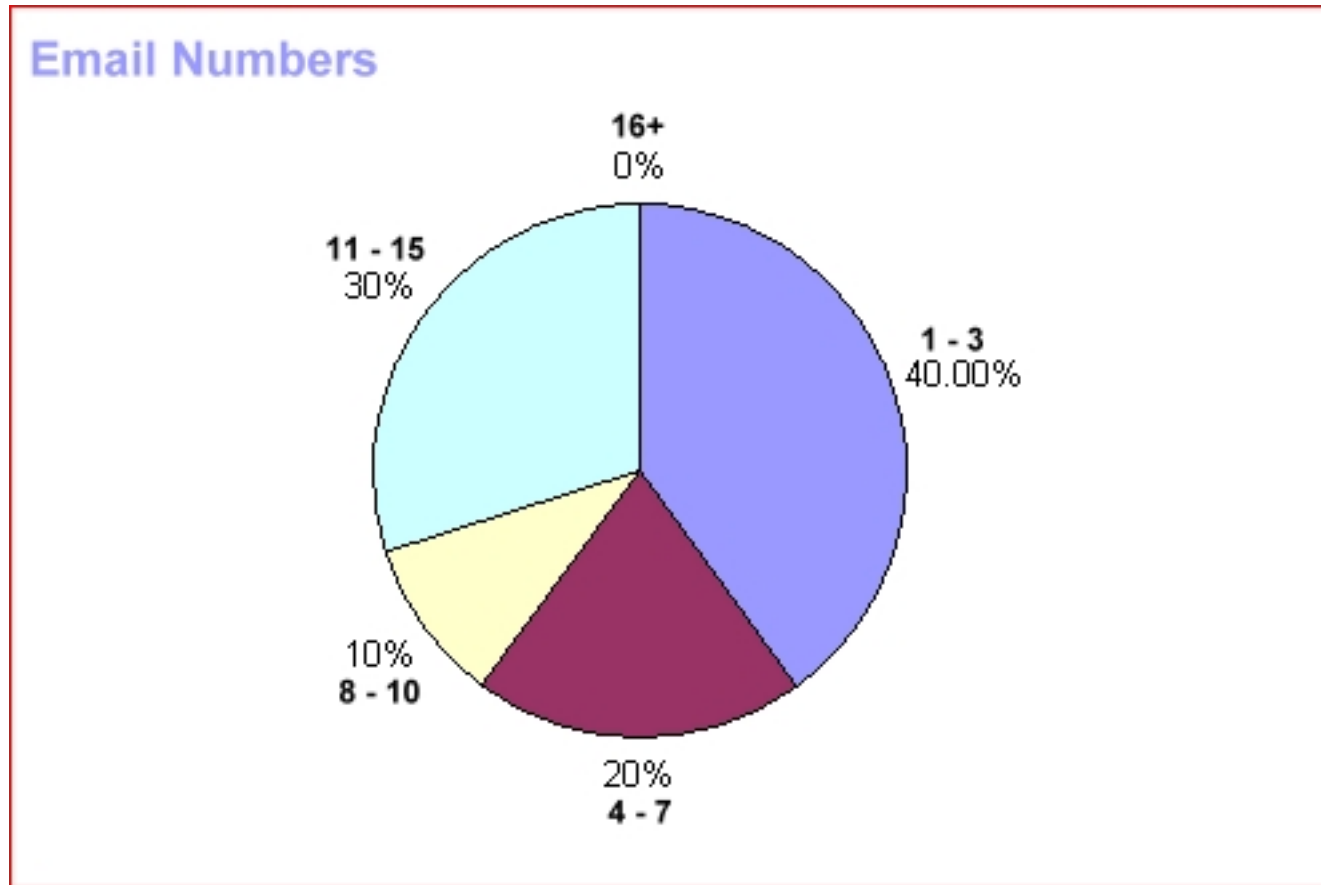
What Software Do You Use to Send Blast Emails?



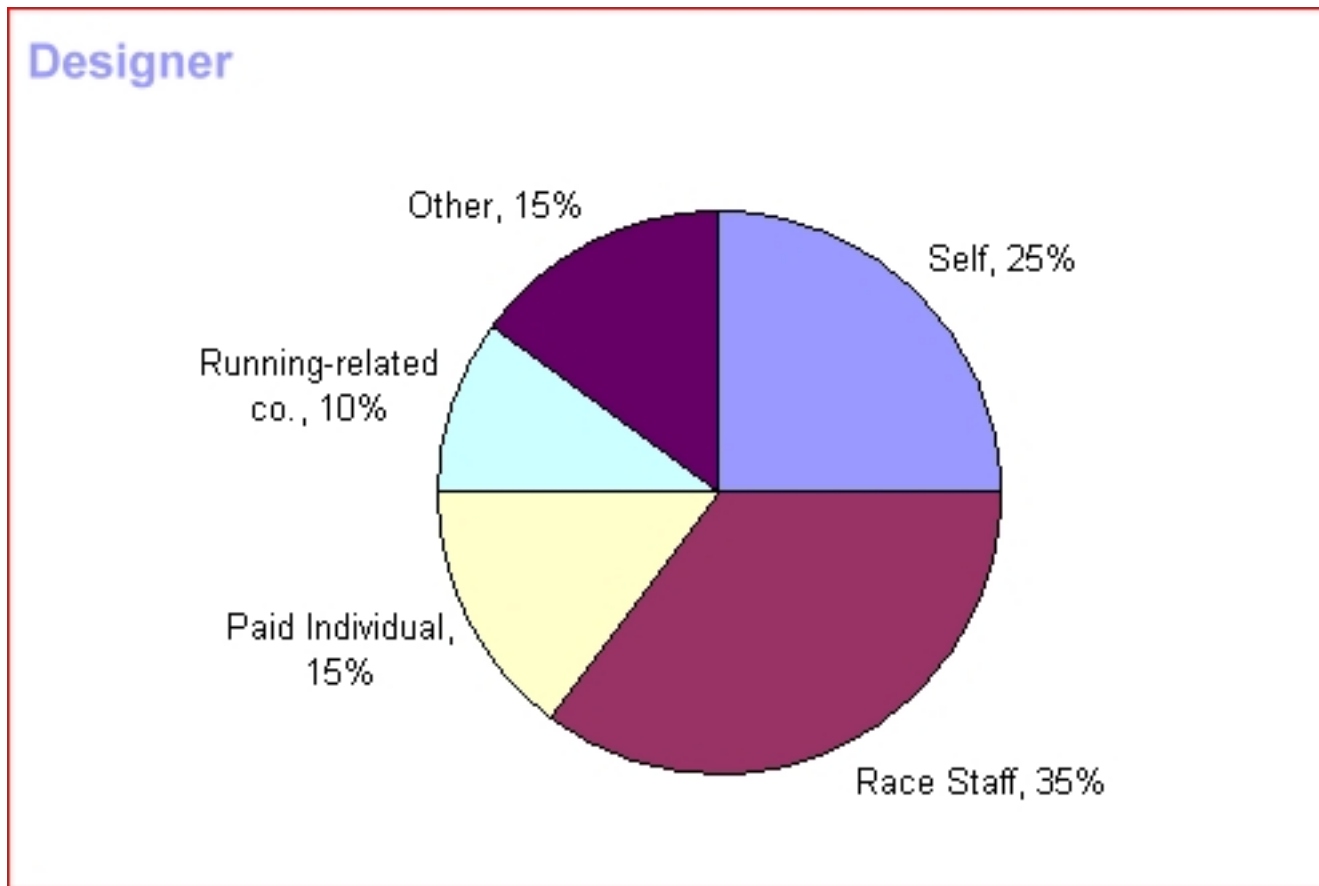
What Format Do You Use for Blast Emails?



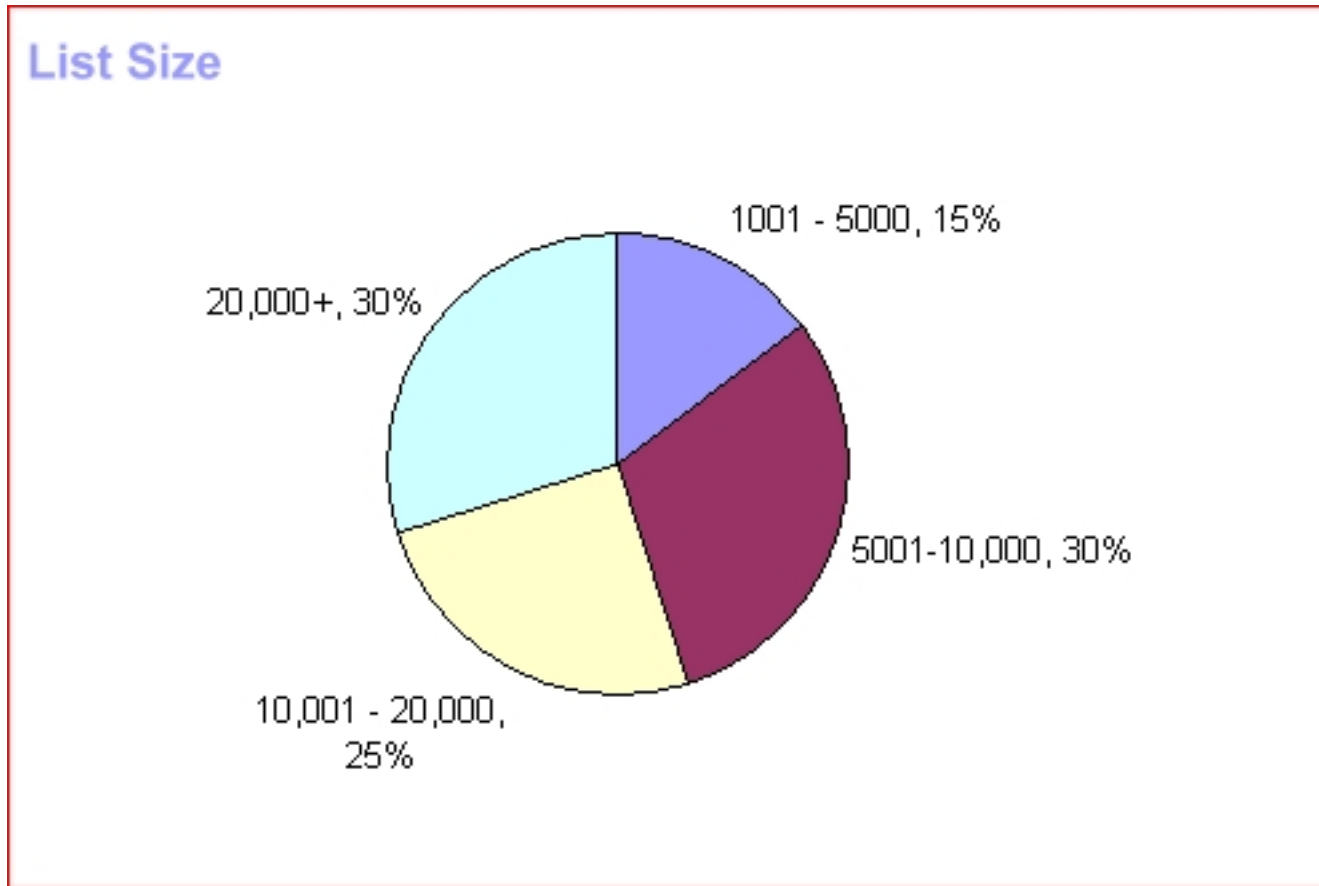
How Many Blast Emails Do You Send Annually?



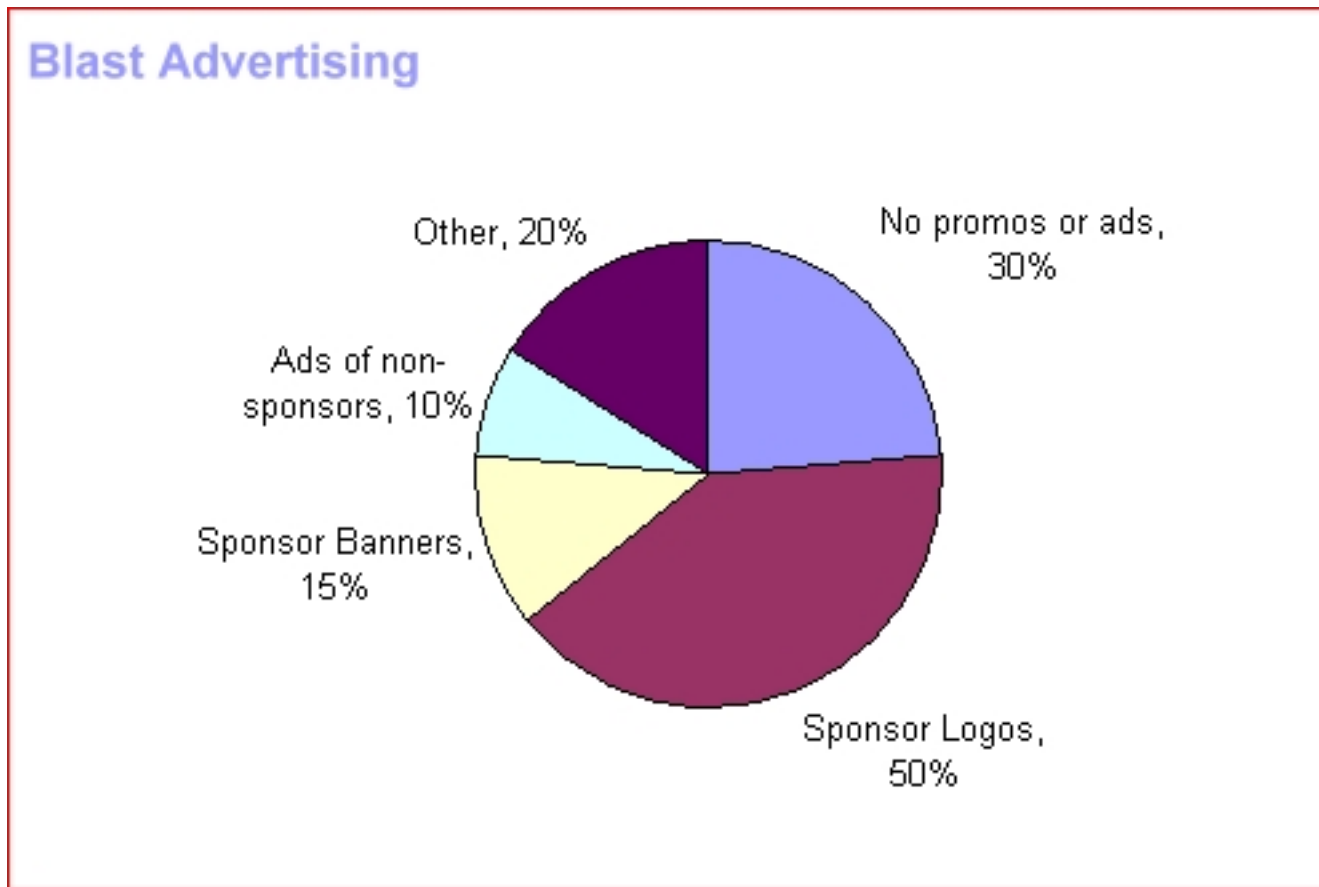
Who Designs Your Blast Emails?



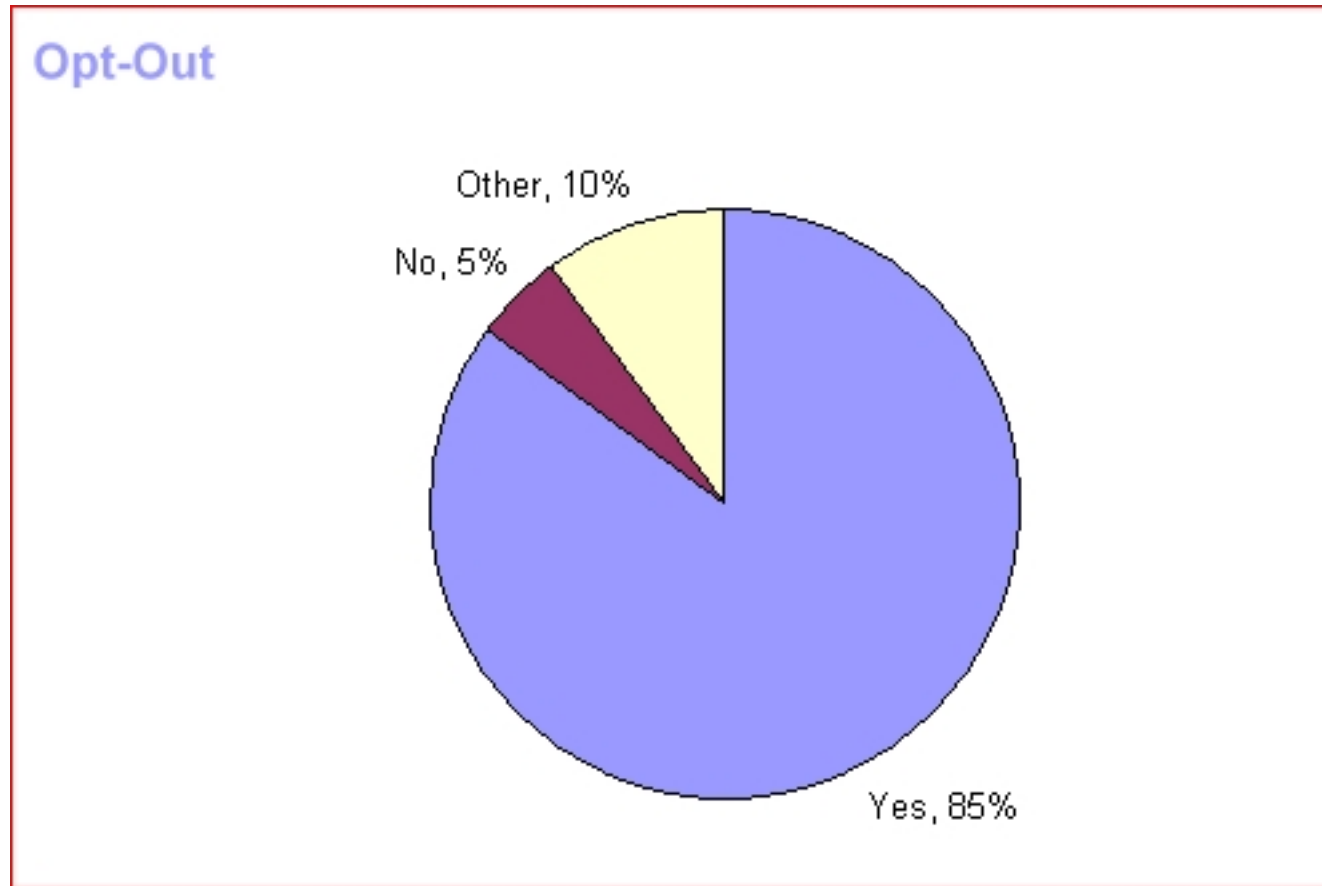
Size of Blast Email List



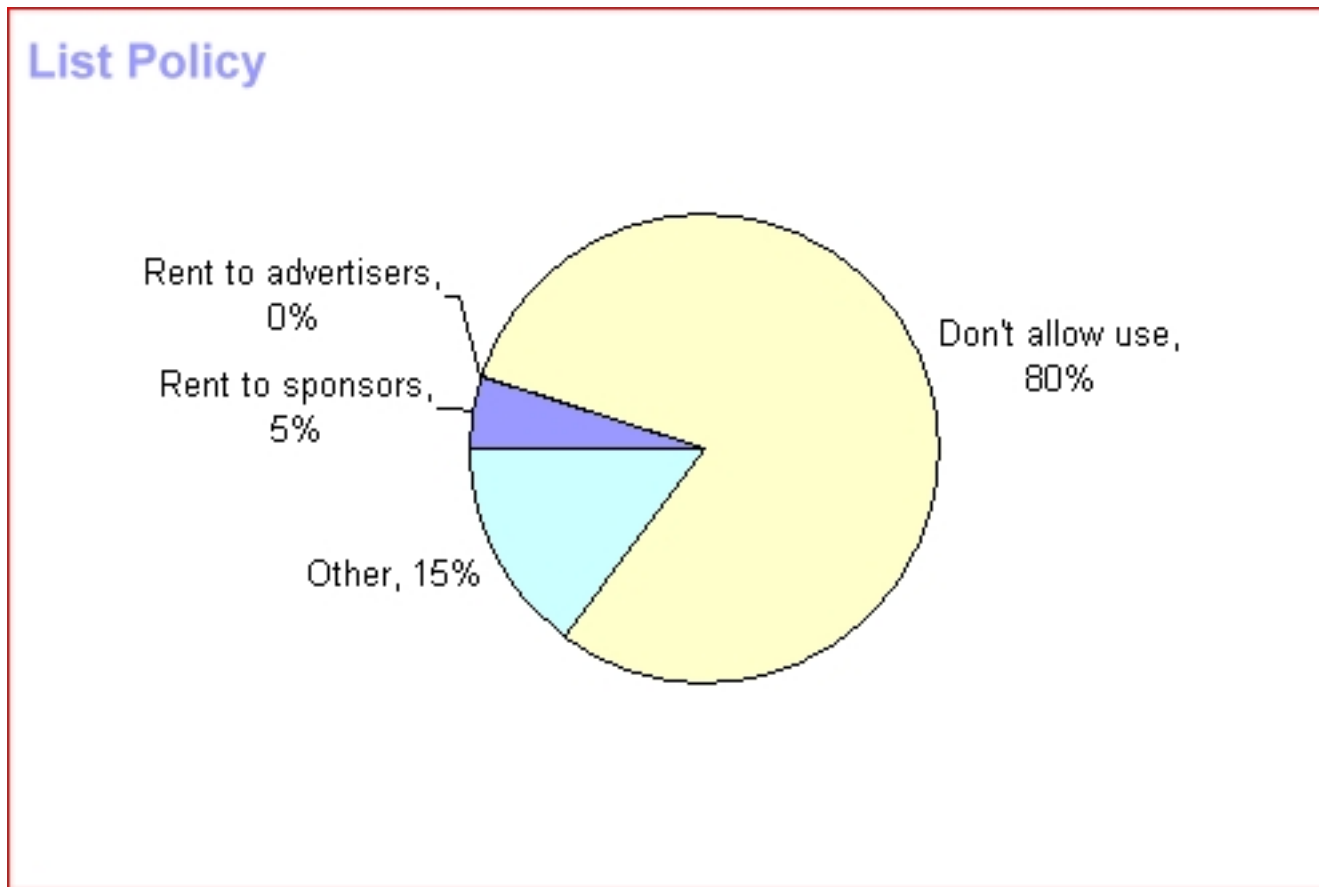
Advertising in Blast Emails



Is There an Opt-out Option?



Email List Rental/Sale Policy



Do You Use the Internet to Conduct Surveys?

