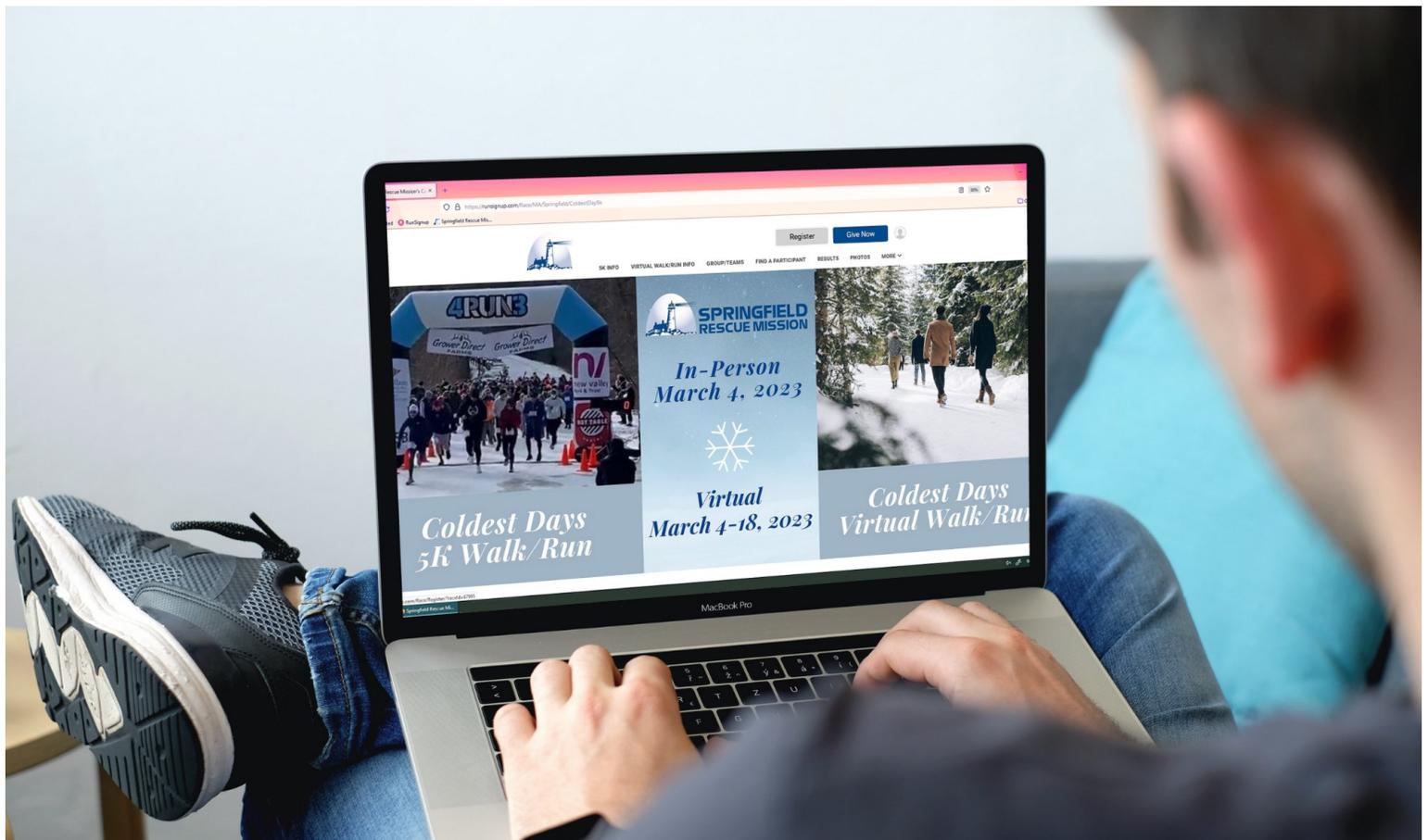




Springfield Rescue Mission's Coldest Day 5K Walk/Run In-Person or Virtual



Marketing Toolkit

CHECKLIST, CALENDAR, IMAGE BANK & TEMPLATES

Race Website: <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>

Welcome!



Race Website: <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>

We've created this Marketing Toolkit to provide information and materials to help you share and promote this event to your friends, family, coworkers, fellow church members etc.

The information and suggested content is easy to use! Simply copy and paste any materials that you like into your email program, social media accounts and more. Quickly and efficiently spread the word to help drive awareness and promote this event through your circle of influence.

As you review the following pages, please remember these three suggestions:

1

You can easily copy and paste (right click, then select copy/paste) any of the provided materials for your outreach. Customize the language to fit your style, or feel free to create your own messaging!

2

Utilize our Image Bank and Social Media Posts—We've created a variety of images and posts for you to use as frequently as needed to support and promote this event and increase awareness. [Access the Logo Bank here](#) and our [Social Media Posts here](#).

3

If you need assistance navigating this toolkit, or need more information on this event, please do not hesitate to reach out to Robin Gobeille, Development Coordinator, for the Springfield Rescue Mission, by calling 413-732-0808 or emailing

The amount of awareness and promotion you can do for this event is endless! We look forward to seeing you share the word!

Let's Get Started!

Event Overview



Race Website: <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>



New England winters can be harsh especially for our most vulnerable populations—the homeless. That’s why the Springfield Rescue Mission is bringing attention to the reality of homelessness in the winter weather by hosting a 5K Walk/Run during our coldest time of year. *But we can’t do this without you!*

Hundreds of runners and walkers, along with friends and family, will come together for this annual event to help raise money and support the Springfield Rescue Mission’s Emergency, Rehabilitation and Community Food Outreach Programs—all offered to the Greater Springfield community for FREE *because of supporters like you!*



CONTENT CHECKLIST

EDUCATE

Start by educating yourself, then your friends, family and everyone you know about the Coldest Days 5K.

CALENDAR

Take an look at suggested dates on when to spread the word about this event.

TEMPLATES

Utilize our email, social media and text message examples for easy sharing with your circle of influence.

EVENT FLYER

Print and post the Coldest Days 5K Event Flyer as an easy way to promote this event.

For assistance navigating this toolkit, or need more information on this event, please do not hesitate to reach out to Robin Gobeille, Development Coordinator for the Springfield Rescue Mission, by calling (413) 732-0808 or emailing rgobeille@springfieldrescuemission.org.

Educate



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BASIC EVENT INFO

IN-PERSON 5K

Date - Saturday, March 4, 2023

Time - 9am Check-In

10am 5K Race Begins

Location - Forest Park's Monkey House

VIRTUAL 5K

Date - March 4-18, 2023

Time - Any time between March 4-18

Location - You Choose the Location!

GET INVOLVED!

BECOME A SPONSOR

Sponsor the Coldest Day 5K and not only receive promotions for your business, but also help create lasting change.

CREATE A TEAM

It's more fun when you're not alone! Create or join a team to raise even more awareness to homelessness! The more the merrier!

REGISTER TODAY!

Sign up to join the fight in alleviating food insecurity, homelessness, and substance abuse!

WHY JOIN?

You can help reach our goal of 500 participants!

You can support the Emergency, Rehabilitation and Community Food Outreach Programs offered by the Springfield Rescue Mission. All programs are offered for FREE.

You can create lasting change in the lives of our neighbors in need.

You can help fight against food insecurity, homelessness and substance abuse.

WE NEED YOU!

CONTACT INFO

For questions or more information about this toolkit, or about the Coldest Day 5K, please contact Robin Gobeille, Development Coordinator for the Springfield Rescue Mission, at 413-732-0808 ext. 237 or rgobeille@springfieldrescuemission.org

Calendar



Race Website: <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>

This calendar is an outline of **suggested** dates and outreach sources.

As these are only suggestions, please feel free to change dates, the sources of outreach and customize the content to accommodate your schedule and fit your style!

If you have any questions regarding this calendar and what is outlined, please contact Robin Gobeille, Development Coordinator for the Springfield Rescue Mission, at 413-732-0808 ext. 237 or by email at rgobeille@springfieldrescuemission.org.

OCTOBER

Oct. 4 - 5 Months Until Event!

Start thinking about your group and message the importance of why you're doing it - help the hungry, homeless, addicted

Oct. 14 - Social Media

Notify your circle of influence of this event by posting on all of your social media outlets.

Oct. 10 - *Early Registration is Open!*

Sign up to join either our In-Person or Virtual option before early registration closes

Oct. 24 - Post Flyers

Print and post our event flyer around your town to start sharing the news.

NOVEMBER

Nov. 4 - 4 Months Until Event! Social Media

Share the need for this event by posting on all of your social media outlets before the holidays.

Nov. 16 - Email

Send out an email to your friends, family, coworkers, church members etc. notifying them of this event before the holidays.

DECEMBER

Dec. 4 - 3 Months Until Event! Social Media

Encourage your circle of influence to get involved with this event by posting on all of your social media outlets before Christmas.

Dec. 20 - Email

Send out an email to your circle of influence encouraging them to get involved with this event before the Christmas holiday approaches.

Dec. 12 - Text Message

Send out a text message to notify your friends and family about this event and share with them why they should get involved before the Christmas.

Dec. 28 - Text Message

Send out a text message to encourage everyone you know to join the group you've created or to create their own group in preparation for any New Year's Resolutions.

Calendar



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JANUARY

Jan. 4 - 2 Months Until Event! Social Media

Share on your social media outlets that by joining this event, your circle of influence can fulfill any health goals made as New Years resolutions.

Jan. 20 - Text Message

Send out a text message sharing the need for this event and why your circle of influence should join you in this event.

Jan. 12 - Post Flyers

Print and post event flyers in areas you visit often like coffee shops, gyms or even local restaurants (with permission from the establishment.).

Jan. 28 - Email

Send out an email to your circle of influence reminding them how joining this event helps serves our most vulnerable population—the homeless—especially in the winter months.

FEBRUARY

Feb. 4 - 1 Month Until Event! Social Media *Regular Registration Begins!*

Use our Image Bank and Social Media Templates to begin counting down to the start of the event in just 1 month!

Feb. 17 - Email

Send out an email to your friends, family, coworkers, church member etc. encouraging them to join the Coldest Day 5K.

Feb. 10 - Text Message

Send out a text message counting down to the start of the event and encouraging everyone you know to join.

Feb. 25 - 1 Week Until Event! Social Media

Post on all of your social media outlets notifying your circle of influence that the countdown of this event has begun!

MARCH

Mar. 1 - 3 Days Until Event! Email

Send out an email to your circle of influence notifying them that the countdown has begun and there are 3 days left to get involved!

Mar. 4 - EVENT DAY!! Social Media

Post on all of your social media outlets notifying everyone that today is the day! You can even go Live whether you've joined the in-person or virtual event!

Mar. 2 - 2 Days Until Event! Social Media

Post on all of your social media outlets encouraging your circle of influence to get involved with this event before it's too late!

Mar. 5 - Virtual Event Continues! Social Media

Post a thank you to all who joined you and notify others that if they would like to still get involved, they can join our virtual race continuing until March 18!

Mar. 3 - 1 Day Until Event! Text Message

Send out a text message to encourage your friends and family to join or support you in this event happening tomorrow!

Mar. 11-18 - Social Media

Remind your circle of influence that the virtual race is still happening and they can still join!

Templates



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SOCIAL MEDIA POSTS



Mark your calendars! The 10th Annual Coldest Day 5K is open for registration! Coldest Day is the Springfield Rescue Mission's annual 5K race to raise awareness of homelessness during the coldest time of year. Join me and hundreds of others on Saturday, March 4, 2023 in Forest Park, or virtually, and "run for the Homeless!"
#ColdestDay5K #IRunForTheHomeless

I'm excited to share that the Coldest Day 5K is open for registration! The Springfield Rescue Mission's Coldest Day 5K is an annual race that raises awareness of homelessness during the harshest winter months in New England. Join me and hundreds of others on Saturday, March 4, 2023 in Forest Park, or virtually, and "run for the homeless!"
#ColdestDay5K #IRunForTheHomeless



The Springfield Rescue Mission's Coldest Days5K is open for registration! Join me and hundreds of others on Saturday, March 4, 2023 in-person, or virtually, to help raise awareness of homelessness!
#ColdestDay5K #IRunForTheHomeless

SAMPLE EMAIL

Subject: Registration Open for Springfield Rescue Mission's Coldest Day 5K!

Hello,

I'm excited to share that registration is open for the 10th Annual Springfield Rescue Mission's Coldest Day 5K! The Coldest Day 5K is an annual race hosted by the Springfield Rescue Mission to raise awareness of homelessness during the harshest winter months in New England.

I am reaching out to encourage you all to help support this vital organization by sponsoring this event, joining the team I've created (**insert Team Name**) or creating a team of your own, sign up individually, or simply share the word about this event by printing and posting their event flyer. Know that all registration proceeds will directly help support the Springfield Rescue Mission's Emergency, Rehabilitation and Community Food Programs — all of which are offered free to our community in need. Help me reach their goal of 500 participants!

For more information about the Coldest Day 5K, please visit <https://runsignup.com/Race/MA/Springfield/ColdestDays5k>.

Thank you for your support,

(Signature)

Templates



Race Website: <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>



SOCIAL MEDIA POSTS



Have you ever wondered, what can I do to help my community? What can I do to help serve those in need? The answer is as simple as walking!

When you sign up for the Springfield Rescue Mission's in-person or virtual Coldest Day 5K, you are directly helping support the programs they offer FREE to our community in need. So join me and hundreds of others on Saturday, March 4, 2023 help serve our community in need by simply "run for the homeless". #ColdestDay5K #IRunForTheHomeless

Want to know an easy way to help serve our community in need? Walking. That's right! Walking!



When you sign up to walk in the Springfield Rescue Mission's in-person or virtual Coldest Day 5K, you are helping countless individuals receive essential daily needs like shelter, food, clothing and more. So join me in helping serve our neighbors in need. Join me and "run for the homeless!"



Help serve our community in need by joining me and hundreds of others for the Springfield Rescue Mission's Coldest Day 5K on March 4, 2023. You won't regret it!
#ColdestDay5K #IRunForTheHomeless

SAMPLE EMAIL

Subject: Get Involved with Springfield Rescue Mission's Coldest Day 5K!

Hello,

Did you know that you can help serve our local community in need simply by walking? That's right!

The Springfield Rescue Mission is hosting their 10th Annual Coldest Day 5K on Saturday, March 4, 2023 and I am inviting you all to join me in getting involved with this amazing opportunity to help raise awareness of homelessness! There are three easy ways to get involved: sponsorship, creating or joining the team I've created (**insert Team Name**), or sign up individually. Help me reach their goal of 500 participants!

Thank you! Your involvement will directly help support the Springfield Rescue Mission's Emergency, Rehabilitation and Community Food Programs — all of which are offered free to our community in need.

For more information about the Coldest Day 5K, please visit <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>.

Thank you for your support,
(Signature)

Templates



Race Website: <https://runsignup.com/Race/MA/Springfield/>



SOCIAL MEDIA POSTS



And the countdown has begun! In just a short amount of time, myself and hundreds of others will come together and endure the cold winter weather to support our most vulnerable population—the homeless. Join my team (or sign up as an individual!) for this year's 10th Annual Coldest Days 5K on Saturday, March 4, 2023 and help support the Springfield Rescue Mission! #ColdestDay5K #IRunForTheHomeless

Tick Tock, Tick Tock! In just a short amount of time, myself and hundreds of others will be participating in the 10th Annual Coldest Days 5K! I can't wait! Join me in embracing our cold winter weather on Saturday, March 4, 2023 to support the Springfield Rescue Mission and all they do to serve our homeless neighbors in need. Can't wait to see you there! #ColdestDays5K #IRunForTheHomeless



Time is ticking! Join me and hundreds of other walkers and runners on Saturday, March 4, 2023 in participating in the Springfield Rescue Mission's 10th Annual Coldest Day 5K. Sign up today! #ColdestDay5K #IRunForTheHomeless

SAMPLE EMAIL

Subject: Countdown to Springfield Rescue Mission's Coldest Days 5K!

Hello,

The countdown has begun for the 10th Annual Springfield Rescue Mission's Coldest Day 5K! In just a few (**insert timeframe i.e. weeks, days**) myself and hundreds of other local runners and walkers will be joining this race on Saturday, March 4, 2023.

I encourage you all to get involved with this event! When you choose to either sponsor this event, join the team I've created (**insert Team Name**), create a team of your own, or sign up individually, you are supporting the Springfield Rescue Mission's Emergency, Rehabilitation and Community Food Programs — all of which are offered free to our community in need. You're also helping reach their goal of 500 participants!

Join me in helping serve our community in need by getting involved with this event!

For more information about the Coldest Days 5K, please visit <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>.

Thank you for your support,
(Signature)

Templates



Race Website: <https://runsignup.com/Race/MA/Springfield/ColdestDay5k>



TEXT MESSAGING

INITIAL TEXT:

(Add personalized greeting) I'm excited to share that the Coldest Days 5K is open for registration! I've already signed up and I'm hoping you'll join me. If you're interested, visit their registration page at <https://runsignup.com/Race/MA/Springfield/ColdestDay5k> and you can sign up there!

ENCOURAGEMENT TEXT:

(Add personalized greeting) Could you help me in raising awareness of homelessness and serving our neighbors in need? All I would ask is for you to run, or just walk, in the upcoming Coldest Days 5K. I've already signed up and would love for you to join me! If you're interested, visit <https://runsignup.com/Race/MA/Springfield/ColdestDay5k> to get more information and to sign up!

COUNTDOWN TEXT:

(Add personalized greeting) Time is ticking and I would love for you to join me in the Coldest Day 5K happening in just a few **(weeks, days)**. Don't worry! You can walk if you don't want to run. But please consider joining me. Visit <https://runsignup.com/Race/MA/Springfield/ColdestDay5k> to sign up now!

THANK YOUR SUPPORTERS!

Subject: Thank you! Springfield Rescue Mission's Coldest Day 5K!

Hello,

Thank you to all for your support in my involvement with the 10th Annual Springfield Rescue Mission's Coldest Day 5K!

Whether you sponsored this event, joined my team, created your own team, or signed up individually, I couldn't have done this without you. All the funds raised through this event will go directly to our community in need through the free programs offered by the Springfield Rescue Mission.

Although this event has concluded, you can still help serve our neighbors in need by supporting this vital organization! Visit <https://springfieldrescuemission.org/> to learn how you can help serve those in need.

Thank you for your support,
(Signature)

Thank you to everyone who supported my participation in this year's Coldest Day 5K! Although the event has ended, you can still help raise awareness of homelessness by supporting the Springfield Rescue Mission. Visit <https://springfieldrescuemission.org/> to support this vital organization today! #ColdestDays5K #IRunForTheHomeless





**SPRINGFIELD
RESCUE MISSION**

Coldest Day 5K

SATURDAY, MARCH 4, 2023 - IN-PERSON 5K

MARCH 4TH-18TH- VIRTUAL 5K

JOIN US!!



*Coldest Day 5K
In-Person Walk/Run
Forest Park, Springfield*

OR



*Coldest Day 5K
Virtual Walk/Run
You Choose Location*

to raise money in support of

**THE SPRINGFIELD RESCUE MISSION'S
EMERGENCY, REHABILITATION AND
COMMUNITY FOOD PROGRAMS**

Discounts for families, students and military!

This is a dog-friendly event - dogs must remain on their leash.

**Visit www.springfieldrescuemission.org
Click on Coldest Day 5K Walk/Run Banner**

*For questions or more information, contact Robin Gobeille at
rgobeille@springfieldrescuemission.org or (413) 732-0808 ext. 237*