



SATURDAY, SEPTEMBER 24TH
REGISTRATION @ 8AM
RACE STARTS @ 10:00AM

PARTICIPANT TOOLKIT

www.Samaritans5k.org

Susanna Williams, Interim Special Events Manager
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SCHEDULE

EVENT DAY SCHEDULE

REGISTRATION	8:00 AM
FAMILY FUN FESTIVAL	8:00 - 11:15 AM
RACE BEGINS *RUNNERS FOLLOWED BY WALKERS	10:00 AM
KIDS RACE *AGES 5 AND UNDER *AGES 6 - 9 *AGES 10 - 12	11:00 AM
RUNNER & FUNDRAISING AWARDS	11:15 AM



REGISTRATION & DONATION INSTRUCTIONS

We are **BACK IN PERSON!**

Join us on Saturday, September 24th for our 24th Annual 5K Run/Walk for Suicide Prevention at DCR Artesani Park. Our goal this year is to raise \$610,000.

Register as an individual or start recruiting your team now!

TO REGISTER:

- Go to www.Samaritans5K.org.
- Select "register as an individual", "join a team," or "create a team."
- If you are registering as an individual, follow the payment instructions.
- To join a team, select the team name in the drop-down menu, then follow the payment instructions.
- If you are creating a team, fill in Team Name, Fundraising Goal, & Headline. Then follow the instructions on the screen to register your team members.
- Checkout: Enter your purchase information and click "Purchase" to finalize the registration.
- After Checkout, you will receive an email from Samaritans to confirm your registration and claim your fundraising page. Once you log in, you can then customize your page and start fundraising!

TO DONATE:

- Click "Donate Now" - after filling in basic information, you will have an option to donate to Samaritans. This is a great way to get your fundraising started!



BUILD YOUR TEAM

Once you have registered, it's time to build your team and start fundraising!

Here are a few ideas to get you started:

BEFORE THE EVENT

Set your goal: Are you running or walking? What is your fundraising goal? Do you have a recruitment goal for your team?

Fundraising Page: Create and customize your fundraising page with Classy! Show your fundraising goal, add some photos and share your personal story about why you are involved with Samaritans!

Marketing & Promotion: Use social media to show yourself and your team getting ready for the 5K. Highlight different members each week, take photos while on training walks & runs, and of course fun photos of your team hanging out! Use #hashtags like #Samaritans5K #TeammateTuesday and be sure to always tag @SamaritansHope on Instagram!

RACE DAY

Updates: Post your progress! Share photos or videos throughout the route and be sure to tag your teammates & Samaritans and #Samaritans5K

AFTER THE RACE

Thank You: Thank your donors, team members, family & friends for their support! Send a thank you email with photos and how much money you have raised. You can still accept donations after the event and we will apply it to your fundraising page and overall goal!

Celebrate! Did you reach your personal fundraising goal? Did you hit a personal record? Did you have a great time? Share your best moments with us!



SOCIAL MEDIA FUNDRAISING

FOLLOW US



[@samaritanshope](#)



[@samaritanshope](#)



[@samaritans,inc.](#)



[/samaritansinc](#)

Social media post samples:

- Join me and my team **[insert team name]** on September 24th for Samaritans 5K Run/Walk for Suicide Prevention! [Register Now!](#) #Samaritans5K #Boston
- We're back, live and in-person! Join me at Samaritans 24th Annual 5K Run/Walk for Suicide Prevention! [Register Now!](#) #Samaritans5K #Boston
- I am running for **[insert]** who I lost to suicide on **[insert date]**. Join me to help end suicide. [Donate now!](#) #Samaritans5K #Boston
- I'm going to honor and celebrate **[insert]** by running/walking a 5K for Suicide Prevention. Will you join me? [Register or Donate Now!](#) #Samaritans5K #Boston
- This is my **[insert number]** year participating in Samaritans 5K Run/Walk for Suicide Prevention! [Join me!](#) #Samaritans5K #Boston
- Let's stop the stigma of suicide! Walk or run for #mentalhealth. [Register for the Samaritans 5K for Suicide Prevention.](#) #Samaritans5K #Boston

THINGS TO PROMOTE ON SOCIAL MEDIA



- Training progress
- Team Spirit
- Fundraising milestones
- Team Highlights
- Boston Pride



EMAIL TEMPLATE

Here is an easy way for you to invite your friends, family, colleagues, neighbors, and more to support the 5K! Make this message YOUR own. Share your story. Share your team. Share your fundraising goals. Sometimes people miss emails or forget, so don't be shy about emailing them again!

(Update the **bolded text** for personalization)

Dear **<Name>**,

I am very excited to be back in-person participating in the 24th Annual Samaritans 5K Run/Walk for Suicide Prevention on September 24th at DCR Artesani Park!

Recent statistics show that each year more than 600 people die by suicide in Massachusetts and the number of suicides exceeds the number of homicides and vehicular accident deaths combined. In fact, suicide was the leading cause of death for millennials in 2019. Clearly Samaritans' work is needed.

Samaritans was proud to launch the Hey, Sam! texting app this past year to help connect teens in real time to trained peer crisis volunteers. Dedicated volunteers answered more than 78,000 calls, chats, and texts this past year on our Helpline. Online Suicide Prevention Workshops are helping companies, schools and others provide coping resources for their employees. SafePlace groups, which provide comfort to hundreds of people who have lost a loved one to suicide continue to allow people to safely access support.

I would love for you to support my fundraising efforts by making a donation to help me reach my goal of **\$x**. I also encourage you to join the fun and register to join my team. **<Insert Fundraising Team Link: Join My Team>**

Many thanks,
<your name>



FREQUENTLY ASKED QUESTIONS



How do I get to Artesani Park by public transportation?

Commuter Rail:

Boston Landing Station on the Framingham/Worcester line is .8 mi from the park

Bus Routes:

1) 70/70A Central Sq. – Waltham/Watertown: Western Ave @ Everett stop is .2 mi from park

2) 86 Somerville/Cambridge – Reservoir: Western Ave @ Everett stop is .2 mi from park

3) 66 Brookline/Allston/Roxbury – Harvard Sq.: N. Harvard St. @ Kingsley stop is .6 mi from park

Can I register at the event?

Yes. There will be a registration booth at the event. We highly recommend participants to register online ahead of time as it is cheaper and faster. [Register Now!](#)

What time does the event begin?

Registration opens at 8:00am
Race begins at 10:00am (runners first, walkers just behind).

How do I become a sponsor of the event?

Please contact Kristine Poirier for sponsorship opportunities at kpoirier@samaritanshope.org

Where can I find fundraising related information?

You can find information under the "Fundraising Tips" tab on www.Samaritans5K.org.

You can also get more information by following Samaritans #TeammateTuesday on social media!

What are fundraising incentives?

They are prizes that you receive after reaching a fundraising milestone!

The milestones range from \$100 to \$10,000.

Are there COVID-19 Safety Precautions?

The 5K will take place at an outdoor venue, DCR Artesani Park, and we have been working closely with DCR Officials.

If you aren't feeling well, please stay home.

