



## Introduction to Superhero Heart Run

The Superhero Heart Run is a nationwide, superhero-themed, 5k/2k family-friendly fun run experience to raise widespread awareness, support, and funding for Congenital Heart Defects! Families across the country have told us that we need more CHD awareness. This event will steal the hearts of people everywhere and spread major awareness for CHD. After all, who doesn't love dressing up like their favorite superhero?! The bravery and resilience that our Heart Heroes exhibit is nothing short of amazing. They deserve to be honored, celebrated, and revered.

People will be suiting up in their superhero gear and commemorative Superhero Heart Run capes to create the most highly-visible event that has ever existed for Congenital Heart Defect Awareness! **Heart Heroes is actively partnering with national and local CHD organizations to act in a collaborative effort to bring about participation in this event.** From Honolulu to Portland, Maine and everywhere in between, the true Heart Heroes, children born with CHD, will be recognized through this event!

The Superhero Heart Run began in Omaha, NE in 2013. Each year since, our event has grown and expanded to new locations- including Houston, San Francisco Bay Area, Denver, Richmond, VA, Tennessee, Fresno, CA and more! Last year, we hosted over 6,000 participants and raised over \$200,000 for Congenital Heart Defects!

## Partnerships and Supporters

Heart Heroes is working collaboratively with several CHD-focused organizations to jointly offer the Superhero Heart Run on a broader scale. Additional discussions are taking place with major heart hospitals. If you know of a CHD-focused non-profit organization that would like to collaborate on this program, please contact the Heart Heroes, Inc. National Program Director at [info@superheroheartrun.com](mailto:info@superheroheartrun.com).

## **Planning a Superhero Heart Run event**

Thank you for agreeing to host a Superhero Heart Run in your community! The primary mission of this event is to provide awareness for Congenital Heart Defects. This document is a “template” for planning a Superhero Heart Run. The lead time required to host a run will depend on several variables. The primary lead time will depend upon the availability of an appropriate venue to host the event. For the purposes of this guide, the event will be based on a 6-8 month timeline. This timeline is only an estimate and should be adapted to the needs of your race coordinators. This guide suggests the order of steps to be taken, but the procedure can be reordered depending on your needs.

### **Roles & Responsibilities:**

There are various individuals and organizations that may be involved with making each individual event possible. The primary ones are listed below.

- Heart Heroes Inc. National Program Director and team
- CHD Partnering Organizations
- Local Event Coordinator and Volunteers
- Sponsoring Businesses
- Fundraising Team Captains
- Run Participants

### **Role of Heart Heroes:**

Heart Heroes is the primary owner of the Superhero Heart Run and will take on the responsibilities of owning, operating, and managing the overall program. This will include the following:

- Approve the host locations and recruiting event coordinators
- File any permits or applications for event venue
- National and regional marketing of the program
- Social media exposure
- Promote all Superhero Heart Runs to Heart Heroes mailing lists
- Website development and maintenance
- Administration of online registration
- Tracking and disbursing fundraising dollars to participating organizations
- Provide project plan, sponsorship guidelines & tools, and fundraising guidelines & tools
- Provide training and support to local event coordinators
- Provide templates for sponsorship letters and other communication materials

- Securing commemorative event capes and other promotional materials such as banners

The Heart Heroes National Program Director is your primary point of contact for the Superhero Heart Run. Other team members will be established and assigned as necessary.

**Role of Mended *Little* Hearts or other partnering CHD organization:**

The role of participating partners will be determined on a case-by-case basis. Generally, it is anticipated that the partnering CHD organization will have a strong recognition and presence in the community. Therefore, the primary roles would include the following:

- Provide Local Event Coordinator and volunteers
- Represent the event as the partnering “host organization” to the local community
- Logos and branding for the local organization will be present on materials
- Secure sponsorships based on current relationships
- Promote Superhero Heart Run to mailing list
- Take ownership of the team fundraising program for the event (funds to be allocated back to the CHD organization)

**Role of Event Coordinator and local volunteer team (described in greater detail later):**

- Be the point person to represent Mended *Little* Hearts and Heart Heroes as a Superhero Heart Run team member to the community.
- Research and identify viable locations and timeframes for the event.
  - Requisite run planning timeline is six to eight months.
- Recruit local core team members for the duration of the event. Core team members are expected to participate in regularly scheduled calls with SHR/ Heart Heroes (given availability).
  - Core team positions include: Lead event coordinator(s), sponsorship coordinator, fundraising coordinator, volunteer coordinator, route coordinator, media contact.
  - Lead the search for local businesses, media, and hospitals to gain sponsorship support. Event coordinator(s) will be the primary sponsor coordinator, with additional team support, if an individual is not identified to fill the role.
    - Securing sponsorships is an overall team effort, regardless if there is a sponsorship coordinator designated for the event.
- Network with local heart families to encourage their participation and fundraising efforts.
- Recruit local volunteers and work with volunteer team to execute the event.

- Be the “feet on the ground” to coordinate details the day-of the event – before, during and after.
  - Event coordinator(s) are expected to attend a pre-run meeting at the event for a full and complete walk-through (including route) the day before the event.
  - Event coordinator(s) are expected to arrive to the event a minimum of 2 hours before registration opens for unloading and setup, assist as a POC throughout the event and stay through the post-event cleanup.
    - Core team members should plan to attend the pre-event walk-through and staying through cleanup.
- Utilize the materials, tools and processes in place to manage various aspects of the events- including sponsor/ activities spreadsheets, Smartsheet workspaces, Facebook groups and email, day-of materials and more.
- All team members will participate in a follow-up call within 14 days post-event to cover ideas, feedback, survey results, next steps, etc.
- The Lead Coordinator agrees to mail all run-related merchandise to next coordinator or to back to Heart Heroes within two weeks of the run. Heart Heroes assumes responsibility for the payment of shipped materials. MLH is responsible for arranging, paying for, and shipping Stitch the CHD Lion to and from the runs.

## Timeline for Superhero Heart Run

### Part I: Planning

Creating a Team	6-8 Months
Making a Plan	6-8 Months
Defining the Project Stage I	6 Months
Getting Sponsorships	6-8 Months
Registration	3 Months
Event Promotion	3 Months
Activities	2-3 Months
Fundraising	2-3 Months

### Part II: Execution

Volunteers	2-3 Months
Final Month Countdown	1 Month

### Part III: Wrap Up

Thank-you & Evaluation	1 Week post
Appreciation	1 Month post
Reconciliation & Payout	2 Months post