
RACE JUDICATA

I. Project Description

In 2005, the Young Lawyers Section of the Anchorage Bar Association (“YLS”) developed and organized its First Annual Race Judicata, a 5 km run/walk. YLS members sought to achieve two major goals through the race: to increase the public’s image of the local legal community and to promote awareness of and raise money for Anchorage Youth Court. Anchorage Youth Court is a local non-profit corporation that trains junior high and high school students to prosecute, defend, and judge their peers in actual criminal cases.

II. Project Planning/Development

A. **Identification of Need**

In a time when the Alaska state budget was being slashed dramatically, many local legal organizations such as Alaska Legal Services, the Alaska Pro Bono Project, and the Alaska Network on Domestic Violence & Sexual Assault were in need of financial aid. Knowing that the Race Judicata might not be profitable in its first year, YLS members determined that whatever money raised should go to a single charitable organization. YLS focused on Anchorage Youth Court. The Anchorage Youth Court, modeled after the Ithaca Youth Court in Ithaca, New York, was originally developed by YLS members in 1989 and continues to rely on YLS member involvement for its success. Since its inception YLS members have volunteered their time and talent as legal advisors, overseeing courtroom proceedings and providing guidance to participating students. The Anchorage Youth Court relies on the community’s support through student and lawyer participation and financial contributions, for its continued success.

Before determining a specific need in your community, you must decide if you want the proceeds to benefit a project your organization currently undertakes or whether you want to raise money for an independent organization (“benefiting organization”). If you choose to donate race proceeds to an independent benefiting organization, your state and local bar associations will be valuable resources in determining what organizations exist in your community. More experienced attorneys and pro bono attorneys will also be crucial resources in determining which organization is most in need of aid. Ultimately, you may choose, as YLS members chose, to donate race proceeds to an organization with which YLS members have a history.

B. **Determination of Project Goals and Design**

1. **Decisions To Be Made**

a. **Options – Project Goals**

YLS’ goal was to diversify its support of Anchorage Youth Court by increasing community awareness of and raising money for Anchorage Youth Court. YLS members believed they could accomplish this goal in three ways. First, Race Judicata would promote community awareness and involvement with Anchorage Youth Court. Second, YLS would increase its own members’ involvement with a new and challenging event. Third, Anchorage Youth Court would benefit through financial support from YLS members, the race participants, and the community.

YLS members’ goals were moderate in its first year. YLS members hoped to attract 100 race participants and donate \$1500 to Anchorage Youth Court. (anticipated proceeds were based on \$15 per participant

race entry fee.) However, YLS members also set long-term goals as race participation increases by reputation among the running and legal communities. In 2006, YLS members hope to double race participation and to fund the race solely through donations from local law firms. Based on actual 2005 participation, YLS members hope to recruit 250 runners and walkers and donate \$3,750 to Anchorage Youth Court this year.

Your particular needs may vary depending on your community and your organization's goals. You may choose to associate your race with another event in your legal community such as your state bar convention or, as YLS members chose, your local Law Day celebration. If you choose to associate your race with an event in the legal community, you may increase participation in the legal community, but you will most likely decrease participation from the running community. You should assess anticipated race participation based on the size of your local community, the number of running races in your community, and the experience of other race directors in your community.

b. Options – Project Design

YLS members were initially under severe budget constraints in developing the First Annual Race Judicata. YLS was only able to contribute \$300 towards the race budget. As a new event with no established track record, YLS members ran into difficulty soliciting donations from local law firms and other businesses. YLS applied for and received a \$2,000 public service subgrant from the American Bar Association. Your organization may qualify for similar grants from local or national businesses and organizations with grant programs.

Based on its initial budget constraints, YLS members chose to keep the race as simple as possible. YLS members chose a single 5 km distance to attract both runners and walkers who may be intimidated by longer distances. The 5 km distance could be completed on local trails, thereby reducing costs associated with road closures and police traffic directors. The 5 km distance also eliminated the need for aid stations along the course, reducing total costs and the number of volunteers.

YLS members also solicited donations in the way of food and services from local business. For example, YLS members received, by way of donation: 120 bottles of water, 100 cookies, over 100 sandwich coupons, and all of the race bibs. In addition, a local photographer photographed race participants and donated \$50 worth of race photos. A local graphic designer designed an 11x17 inch color poster which doubled as the race advertisement and a gift to race participants. The professional timer also donated his time and equipment to the race free of charge. Ultimately, YLS members hosted a successful race limiting costs to approximately \$1,300.

Your organization may be better funded than YLS, which would give you more flexibility in designing your race. However, the most important factor in organizing a successful race is runner participation and satisfaction. By keeping the race simple in its first year, you will be able to evaluate which things worked well and which things did not. In addition, the race is a fundraiser and the more you are able to limit costs,

the more money you will be able to donate to your benefiting organization.

2. Decision Making Process

YLS members were supportive of the Race Judicata idea and approved \$300 from the YLS budget for the race. Seventeen YLS members actually volunteered to help with race organization, although other YLS members participated on race day. Once the seventeen YLS members formed the Race Judicata subcommittee, all decisions were made by that subcommittee. Each member of the Race Judicata subcommittee was in charge of one or more Race Judicata Committees (“Committee”) and that Committee Chairperson was in charge of all decision-making for his/her Committee.

YLS members did not need approval from any other organizations. However, YLS members worked with two other organizations to create a successful event. YLS members worked with the Alaska Law Day organizer to cross-promote each others’ events. The Race Judicata was marketed among the legal community as the kick-off event for Law Day (Law Week in Alaska). In addition, since the Race Judicata was benefiting Anchorage Youth Court, YLS members sought youth court participants to help on race day. On race day, the participants collected bibs at the finish line, warned racers of hazards along the course, and helped with the food and beverages at the finish line.

3. Consideration In Project Planning

a. Community Resources

In its initial years, it may be easier to organize the Race Judicata without direct participation from other organizations. By breaking the race down into manageable Committees, the burden does not fall solely on a single individual. While it is necessary to have a race director, his/her task should be limited to overseeing the individual Committee Chairpersons, budgeting, and coordinating Chairpersons with each other when required.

As the race grows by reputation, it may become necessary to affiliate with other groups. If the race grows substantially, it may become necessary and financially feasible to hire a professional race organizer. For a set fee, a professional race organizer will take care of all the race details from promoting and marketing the event to timing it and reporting the results.

b. Personnel

The YLS members had little or no experience in organizing a race. The race director initially met with several other race directors in Anchorage and reviewed materials they supplied on race organization. Based on these discussions and research, the race director developed a Race Judicata Committee Chart listing: the Committee; the Chairperson; his/her responsibilities; community contacts; and any pertinent deadlines. A copy of the 2006 Committee Chart, with names and community contacts omitted, is attached. In addition to the Committee Chart, the race director also created a Volunteer Contact Information sheet, listing: the Chairperson’s name, e-mail, phone number and his/her Committee. The

Volunteer Contact Information Sheet also provided community contact information for individuals outside of the YLS organization.

Volunteers may choose to be as involved as they want to be with the Race Judicata depending on which Committee(s) they choose to Chair. For example, the Financing/Sponsorship Committee and the Marketing & Promotion Committee may require 10-15 hours of time from the Chairperson. On the other hand, the Insurance Committee and Port-A-Potty Committee may require less than one hour of time from the Chairperson. The race director can expect to spend at least 75 hours in the race's first year if he/she has no experience directing a race.

One crucial piece of the race is the timing equipment and results. Many of the race participants will be serious and dedicated competitive runners who will expect an accurate course and accurate results. Timing is best left to a professional who has previous race experience. Similarly, race participants will expect accurate results reported by age group and gender. A free downloadable trial version of a results database is available at <http://www.runscore.com>.

c. Revenue Availability/Fund Raising

Although it is feasible to organize a race with minimal costs, fundraising and sponsorship is vital, not only for the donations, but also for promoting the event. In its inaugural year, YLS members organized Race Judicata on a budget of less than \$1,500. YLS members went to local businesses in person and solicited donations. This was successful for the donation of goods and services, but not for monetary donations. YLS members drafted letter to local law firms requesting financial contributions. However, this effort was also only successful where a YLS member and associate of a particular law firm followed up with the managing shareholder. YLS members also applied for and received an ABA Public Service Subgrant.

In its second year, with a successful first year behind it, YLS members have already received \$1,300 in donations from law firms. Many of the same businesses who donated goods and services last year have agreed to make the same or more generous donations again this year. Although YLS members chose to keep some of the proceeds from last year's race to help fund this year's race, successful fundraising efforts have proven that to be unnecessary.

YLS members also chose to charge \$15 per participant. The goal was to raise enough money in donations to fund the race and to be able to contribute all of the money raised from race entries to Anchorage Youth Court. If your organization has difficulty raising funds in its first year, some of the revenue from entry fees may be diverted to costs.

You may choose to charge a different amount depending on typical race fees in your community and depending on the race distance. YLS members found that people were more willing to pay a higher registration fee where proceeds benefited a charitable organization.

d. Other (Equipment/Physical Needs)

Race Judicata does not require any office space or meeting rooms. Race Judicata Chairpersons met monthly between December and April, the month of the race, for meetings at a local restaurant. The race requires a certified course of the distance your organization chooses. In order to obtain a United States of America Track and Field (“USATF”) sanction, the course needs to be certified for distance. For serious and dedicated competitive runners, a USATF sanction is important. In order to obtain its USATF sanction, YLS members used a course that had been designed by another race director and previously certified by the USATF.

Your organization will also need to arrange a location for in-person registration. YLS members chose to allow registration on-line at www.active.com, but also provided in-person registration at the Anchorage courthouse. This year, YLS members chose to move in-person registration to the local running store.

On race day, your organization will need traffic cones, and ropes for mile-marking and for creating the start and finish lines. You will need some tables for last minute registration, bib distribution, food and beverages.

III. Implementation

A. Timetable

YLS members chose to use the Race Judicata as a kick-off event for the Anchorage Law Day celebration. Race Judicata was held on April 24, 2005 to prevent conflicts with other previously scheduled races in Anchorage.

Items to be completed prior to implementation schedule:

- Gather information on organizing a race.
- Determine date of race and the distance.
- Determine race director.
- Obtain approval from your organization.
- Determine benefiting organization and obtain approval.
- Create Race Judicata Committee Chart Organization.

Five Months Prior to Race Day (Early December)

- Recruit volunteers from your organization and assign Committees.
- Design and certify race course.
- Submit Race Judicata application to State Runners’ Calendar.
- Begin soliciting financial donations and sponsors.

Four Months Prior to Race Day (January)

- Submit liability insurance application.
- Submit USATF sanction application.
- Submit application for any necessary permits. i.e. parks & recreation permit.

- Decide on participant gifts, if any. i.e. posters, mugs, t-shirts, magnets.
- Select place for in-person registration and obtain any necessary permission.
- Begin soliciting donations in the forms of goods and services.
- Continue soliciting financial donations and sponsors.

Three Months Prior to Race Day (February)

- Design and create registration forms and flyers.
- Design and order participant gift.
- Continue soliciting donations in the forms of goods and services.
- Continue soliciting financial donations and sponsors

Two Months Prior to Race Day (March)

- Design and order race bibs.
- Obtain vendor to time event.
- Obtain or create a results database.
- Order awards. i.e. trophies and/or ribbons.
- Register race on www.active.com if desired.
- Contact photographer to photograph event.
- Obtain port-a-potty for race day if necessary.
- Begin marketing and promoting event. i.e. advertising in local bar association newsletter and website, post flyers around town.
- Obtain emergency medical personnel for race day.
- Continue soliciting donations in the forms of goods and services.
- Continue soliciting financial donations and sponsors

One Month Prior To Race Day (April)

- Continue marketing and promoting event. i.e. local radio and television advertisements; local newspapers; post flyers in local gyms, local sports stores, courthouse, law firms, schools; promote at local bar association meetings; promote through benefiting organization.
- Host in-person registration both before event and day of event.
- Obtain volunteers from benefiting organization to help with registration and to help on race day.

Race Day

- Mark start and finish lines as well as mile points along course.
- Run or ride the course to look for any hazards.
- Allow for race day registration.
- Instruct race day volunteers to staff turn around point, help with registration, help with food and beverage, and help collect race bibs.
- Set up food and beverage table.
- Determine overall male and female winners and age group winners.
- Distribute awards.

Post Race Day

- Mail thank-you photographs to race participants.
- Assess total costs and revenue.

- Determine proceeds to go to benefiting organization.
- Assess the overall success of the race and document things that worked well and things that did not.

B. Recruitment and Training of Volunteers/Personnel

YLS holds monthly meetings for its members. Before undertaking Race Judicata, the race director obtained a list of YLS members who wanted to volunteer to organize the race. To minimize individual time commitment to the race, at least ten volunteers should be recruited. Your organization's liaison to the benefiting organization should recruit volunteers from the benefiting organization as race day draws near. The race director should expect to devote a significant amount of time to the race, especially in its first year. In addition, the race director should expect to be involved, at least to some extent, with every Committee.

A race director who has conducted thorough research on organizing a race, including talking to local race directors, should be able to give Committee Chairpersons substantial instructions and guidance. Local race directors are perhaps the best resource and will be able to give race directors instructions on necessary permits and insurance as well as recommendations on timing vendors, bib orders, and awards. These recommendations can be incorporated into the Committee Chart so that Chairpersons have some frame of reference for beginning his/her tasks.

One person should be in charge of instructing the race day volunteers. Many volunteers may not have participated in a competitive race before; therefore, it is important to instruct them on race etiquette. Beyond race etiquette, race day volunteers should be given discrete tasks such as collecting bibs at the finish line or keeping the food and beverage table stocked.

C. Publicity

A successful Race Judicata will create a positive public image of both your organization and the benefiting organization. In addition, a successful race will help improve fundraising efforts in successive years. Because of YLS members' active marketing last year, Race Judicata registered 124 participants, more participants than expected for a race's inaugural year. Based on last year's success and the positive feedback from participants, YLS members expect to double participation in the Second Annual Race Judicata.

Race Judicata will provide several forums for marketing the event. Besides promoting the event in the community and especially among the running community, the Marketing Committee should promote the event within the legal community and within the benefiting organization's community. Traditional forums for advertising include: runners' race calendar, radio and/or television, local newspaper, local running stores, local gyms, and local businesses such as grocery stores and coffee shops. Legal forums for advertising include: local bar association newsletter, website, and meetings, local law firms, courthouses, and state and city agencies. Your benefiting organization may also provide a unique forum for advertising.

D. Day-to-Day Operations

Although Race Judicata is an annual event, the majority of planning and implementation takes place over a five month period prior to race day. The majority of the work in that five month period occurs in the two months before race day. The race director should expect to handle any emergencies that arise in the seven months after the race.

IV. Evaluation and Impact

Now in its second year, Race Judicata expects to double participation and double its donation to Anchorage Youth Court. YLS members' mark the \$1,300 it has already received in donations from law firms as proof that Race Judicata is well on its way to becoming an established and well-respected event in the community. In addition, the majority of YLS members who donated their time and talent to the First Annual Race Judicata, have elected to participate again this year. Similarly, many local business and law firms who made contributions last year have agreed to make the same, or more generous, contribution this year. Overall, Race Judicata was a fun and unique way to bring the legal community and the community at large together to raise money for Anchorage Youth Court.

V. Bibliography/Other Resources

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