



As a race director (RD), you have the opportunity to educate and influence the running community. When it comes to mobilizing our community around the climate crisis, Protect Our Winters (POW) is a great resource. POW helps trail runners and all outdoor enthusiasts become effective climate advocates. A POW and RD partnership has the potential to help our community become more active climate advocates. After all, public trails, breathable air and a liveable climate are the cornerstones of our sport.

This document will help you integrate meaningful action into your already successful event. We have seen at other running events, like Luke Nelson’s Scout Mountain Ultras, that this integration adds value; such as being more altruistic, educational and interesting for the runners and all supporters participating.

This toolkit offers various options of integration, in an effort to provide options that best fit with your event. We applaud and thank you for your efforts to lead our trail running community in action to protect what we love.

PRE-EVENT

(months prior to race day)

EVENT WEBSITE

- Create a link on your website that encourages runners to learn more about POW.
- Suggested text to accompany link: **Protect Our Winters is unifying and amplifying the voice of the trail running community on climate change. Click below to learn more.** Link: <https://protectourwinters.org/tales-from-the-trails/>
- Reach out to POW directly: Stephanie@protectourwinters.org to get stickers for your event and reach out to lindsey@protectourwinters.org to see if a local volunteer training would be a good fit for your area.
- Learn about other, more localized environmental nonprofits relevant to your race. Is your race on a Land Trust? Is there an org working to defend your local area from fossil fuel development? Consider inviting these organizations to table at your race. Look for organizations at patagonia.com/actionworks.

EVENT REGISTRATION

- Race registration page could include information about why your event has chosen to associate with POW.
- Include an optional donation to POW during the sign-up/registration process.

EVENT SOCIAL MEDIA

- Use your event's social media to invite your community to learn about POW.
- Suggested text: **We are excited to partner with POW Trail this year! POW Trail unifies and amplifies the voice of the trail running community on climate change. Read more via the link and visit their table at our event.**
- Ask a local photographer to help capture media around your event. POW is all about building community, and this is a great way to invite photographers to get involved beyond race photos.

PRE-RACE

(days prior to event)

TABLING AT PACKET PICK-UP AND PRE-RACE EVENTS:

- Provide POW Trail stickers at packet pickup.
- Include a stop for a POW volunteer to briefly interact with participants.
- Encourage trail runners to **pledge to vote**, text POW TRAIL to 52886.
**This is a non-partisan request and the pledge can be done onsite. If you don't have cell service, collect emails so they can receive an invitation to pledge after the event.*
- Incentivized raffle. Runners can earn raffle tickets by taking actions, such as pledging to vote, signing up for newsletters of other environmental non-profits present, donating money or future volunteer hours, etc. to a raffle that is only offered to those who participate.
- Invite POW Athletes to present at pre-race events and/or check-in.

RACE DAY

- Display POW materials for spectators and finishers at the start/finish area.
- If your race has a social media and mid-race updating capacity, consider giving announcements to your followers about POW and how to get involved.
- Example: **This year we're partnering with POW Trail, which helps trail runners be effective climate advocates. How can you get involved? Check out @protectourwinters and pledge to vote by texting POW TRAIL to 52886. Let's protect our great escapes!**



POST RACE

(days to weeks following)

PARTICIPANT FOLLOW-UP

- Emails: include follow up information about POW including link to pledge to vote.
- Social Media: follow up social media posts could repeat the call to action.
- Example: **Recovering? We are too. We're turning some of our free time into action with POW. If you haven't already, pledge to vote by texting POW TRAIL to 52886. If you already pledged, thank you. Consider volunteering at future events! Check out protectourwinters.org to get linked in.**



OTHER WAYS AN RD CAN MAKE THEIR EVENT MORE CLIMATE-FRIENDLY & SUSTAINABLE:

GO CUPLESS

- This is the economical, efficient and smart way to direct your race
- [Tips to go cupless & Cupless concerns](#)
- Existing cupless races: Western States, Leadville, UTMB, to name a few

USE REUSABLE COURSE MARKINGS

- It's more economical, especially with reflective course markers. Make them hearty and reuse them forever.

SORT COMPOST, TRASH AND RECYCLE

- Purchase the 3-bin system: it saves time and energy. Many of these container systems are available to rent through city or county programs. Or [buy your own](#).
- Offer [Terracycle](#) for gel/bar wrappers.

PROVIDE OR PROMOTE CARBON OFFSETS

- POW has a carbon calculator and offset tool for this.

GIVE AN OPT-OUT OPTION FOR RACE SCHWAG

- Example: offer a discounted race entry for opting out of the race t-shirt.
- Allow runners to select what they would like to take at packet pick-up. Mail the rest back to sponsors.

SOURCE ETHICAL/RECYCLED MATERIALS, ESPECIALLY FOR RACE T-SHIRTS.

- For example: Organic cotton t-shirts or 100% recycled polyester tech tees.
- Source local artwork or pottery for prizes, instead of cheap medals.

ENCOURAGE CARPOOLING OR ARRANGE/INCENTIVIZE SHUTTLING IN PRE-RACE EMAILS.

**PLEDGE TO
MAKE YOUR EVENT BETTER
THAN IT WAS BEFORE**

RD NAME & SIGNATURE _____

EVENT _____

DATE _____

