



Getting Ready for Dow Run Walk

Dow Run Walk Overview:

The largest footrace in the Greater Midland neighborhood, Dow Run Walk will take place this year on Saturday, June 1. There's a race for everyone: the DRW Duo (5K + 10K = 9.3M), 10K Run, 5K Run, 5K Walk, 1 Mile Run, and Tot Trot.

Whichever race you choose, you'll be presented with the same opportunity to stay active and be a hero for the homeless, hungry and hurting in our community. All racers will have their registration fees covered by Midland's Open Door, as well as receive a free Souper Hero t-shirt to wear on racing day.

Thank you for choosing to answer the call and be a hero when your neighbors need you the most: ready... set... up, up, and away!

Choosing a Race:

The starting line for each race will be on Collins Street; the finish line will be on George Street.

DRW DUO

Could you do a 5K in your sleep? Are you ready to bridge the gap between a 10K and a Half Marathon? The DRW DUO is back on the Dow Run Walk lineup! Line up for the start of your 5K Run at 7:45 AM. Run your best race; but pace yourself! After you cross the finish line, do what you need to do and then head back to Collins Street for the start of your 10K. The start for the 10K is officially at 8:30AM, but no worries..... we'll keep the start line open for you until 8:45 AM.

5K RUN

You can walk it - you can run it - and by the end, if you need to, you can crawl it. Whatever you need to do to cross that finish is good by us! Get a group together and wear matching shirts, put the kids in a stroller, and lace up those shoes for a party in Midtown!

5K WALK

Whether you're doing your first couch to 5K, out for a leisurely stroll with friends, or a competitive walker ready to take home a medal, get ready for this great community race! You may race-walk, walk, slow walk, saunter, shuffle/speed walk, power walk, but you may not run.

1 MILE RUN

Put your gym practice to use and run the 1 Mile ... plus, get a cool T-shirt to say you did it!

TOT TROT

For racers between the ages of 3-5 years old, Tot Trotters will race to the finish line with a half-block + dash. Distance varies by age group; tots will take off in waves and head toward the finish line to complete their race.

Fundraising Goals:

Ready to fight hunger in Midland County, faster than a speeding bullet?

For this year's Dow Run Walk, the Souper Hero team at Midland's Open Door will raise \$30,000 to help provide food and shelter for the homeless, hungry and hurting this summer.

For each individual racer, your fundraising goal is \$1,000. That might seem like a lot of money, but reaching your fundraising goal is just like training for your upcoming race. Do your best to make progress every day, and ask people you know and love if they will partner with you to care for the most vulnerable in our community.

That could look like:

- 10 couples who give \$100 each
- 20 church members who give \$50 each
- 50 Facebook friends who give \$20 each
- And everything in between!

The best way to donate to Open Door's Dow Run Walk Team is by giving online at www.midlandopendoor.org/support-team/. If you collect any "offline" donations (cash, check or credit card information), please deliver it to the Open Door by 5:00 PM on Thursday, May 30 so that every gift can be processed and counted in time for the race that Saturday.

You can drop off all donations at Open Door's administrative building, right behind the soup kitchen:

**409 Indian St.
Midland, MI 48640**

Fundraising Tips:

If you've never asked someone to give to a fundraiser before, you might not know where to start. Here are some resources to help you interact with your community:

How to Ask

1. Share Your Story

The people you know care about what matters to you!

You're joining the Open Door's team of Souper Heroes at Dow Run Walk for a reason. You might have a passion for running, and you're eager to face a new challenge. Perhaps you know what it's like to be homeless or hungry, and you're looking for a way to care for your neighbors who are suffering now. Or maybe you're someone who loves the Open Door, and this is one more way you can put your compassion into action.

Your story is your greatest strength in connecting your community with the motivations of your heart: whatever moves you, it will move others, too.

2. Get Creative

The best way to ask someone to donate money toward a worthy cause is in-person, face-to face. The second-best way? Whatever works best for them!

You might find the most positive, passionate support for your fundraiser on your Facebook page, your family group chat, your Sunday School class, or your morning run around the neighborhood.

With so many different communication options, you know your community best. Don't be afraid to "think outside the box:" you might just find your best cheerleaders there!

3. Make It Personal

No one likes to feel like the target of spam email. When you ask someone to support your role on Open Door's Dow Run Walk team, make sure your appeal feels personal and specific to them.

Do you share a passion for running or movement with this person? A desire to help others at the point of crisis? Or even a love of superheroes and hot, wholesome meals?

There are lots of ways to make someone feel included in this kind of conversation. When you ask people you know for donations, it's an opportunity to offer them an invitation: by giving on your behalf, they also link arms with you in loving our neighbors. Now that's an incredible way to bless others this summer!

Donor Tracking Form

The Donor Tracking Form is an excellent way for you to keep track of who you've asked to support your efforts as a Souper Hero this year.

Using the fields provided, you can write down the names and contact details of each supporter, as well as how they've committed to give to your fundraiser. There's also an ask script and a QR code for online giving that you can use when you're speaking with someone face-to-face.

You can download the Donor Tracking Form at www.midlandopendoor.org/sign-up/

Offline Donation Form

If someone chooses to give to you in-person instead of online, you can use the Offline Donation Form.

Each page features 4 forms for cash, check, or credit card donations. When your donors fill out their form, make sure they include their contact information if they wish to receive a tax receipt. Collect their payment along with their form and drop off at Midland's Open Door by 5:00 PM on Thursday, May 30.

You can download the Offline Donation Form at www.midlandopendoor.org/sign-up/.

At the Event:

Team Instructions:

On the morning of the Dow Run Walk, every member of the Souper Hero team will meet at Open Door's tent at 7:30 AM for a group picture. Make sure you wear your red t-shirt!

Parking:

Due to construction in the main lot of the Community Center, parking will be in and around the neighborhood: there are many extra parking lots scattered throughout. Remember, there is also on-street parking available outside the race course. Streets will close at 7:35 AM for the 7:45 AM race. Please have your parking plan in place prior to arriving on race day.

On-street parking along Eastlawn, Nelson, Jefferson, Haley and many side streets is an option if you are outside the racing course. There are also lots at the little league field off Eastlawn and Emmanuel Baptist Church.

Important Dates and Times:

Time:	Location:	Event:	Details:
Thursday, May 30			
5:00 PM	Midland's Open Door	Last Call for Offline Donations	Cash, check, or credit card information
Friday, May 31			
3:30 – 6:30 PM	Greater Midland Community Center	RunWalk Expo and Packet Pick-Up	
Saturday, June 1			
6:45 AM	Greater Midland Community Center	Packet Pick-Up Opens	
7:15 – 10:15 AM	Central Park School Open Field	Childcare	\$3 for 1st child, \$1 for each additional child
7:30 AM	Open Door Tent	Group Picture	Wear your red t-shirt
8:00 – 10:30 AM	Greater Midland Community Center	Post-Race Refreshments	Includes stretching and massage

Race Schedules:

Time:	Location:	Event:	Details:
7:45 AM	Starting Line	5K Run	
7:50 AM	Starting Line	5K Walk	
8:30 AM	Starting Line	10K Run	
8:45 AM	Starting Line	DRW Duo (5K +10K Run)	Rolling start
8:50 AM	Starting Line	1 Mile Run	
9:10 AM	State and North Street	Tot Trot	9:20 AM: 5-Year-Olds 9:25 AM: 4-Year-Olds 9:30 AM: 3-Year-Olds