



The School Run

SANTA RUN GUIDE FOR SCHOOLS & GROUPS



Organising a **Santa Run** can be a fantastic, festive way to engage students, promote physical activity, and raise money for charity. At the School Run, we are keen to help with everything to ensure your event runs smoothly. Check out our comprehensive guide:

1. Planning and Preparation (4-6 Weeks Before the Event)

a. Form a Committee

Gather a team of teachers, parents, and student leaders to help with planning. Delegate responsibilities such as logistics, promotion, registration, and fundraising.

b. Set the Date and Time

- **When:** Choose a date
- **Time:** During school hours or as a special after-school event.
- **Duration:** Runs can range from 1-2 hours depending on the number of participants and the route.

c. Choose a Route

- **On school site:** Use the school grounds for a safe and contained route.
- **Off Campus:** If using public areas, coordinate with local authorities for safety.
- **Length:** Aim for a 500m, 1km, 3km, or 5km route based on students' age and ability.

d. Set a Fundraising Goal

Decide if the Santa Run will raise money for:

- A charity (local food bank, children's hospital, etc.).
- School projects or new equipment.
- Holiday gifts for disadvantaged children.

e. Create a Budget

Consider the following expenses:

- Santa costumes or accessories (hats, suits, medals).
- Race bibs and numbers (if required)
- Refreshments (water, snacks).
- Prizes and certificates.

2. Registration and Promotion (3-4 Weeks Before the Event)

a. Set Up Registration

- **Online Form:** Use Google Forms, school systems or other platforms for easy sign-ups.
- **Paper Form:** Send home registration forms with students.
- **Entry Fees:** Charge a small fee (optional) or ask for donations to encourage participation.

b. Promote the Event

- **Flyers:** Post around the school and send digital versions to parents.
- **Announcements:** Build excitement with daily updates or a countdown.
- **Social Media:** Use the school's Facebook, Instagram, or Twitter accounts to promote the run.
- **Parent Newsletter:** Include event details and registration deadlines.

c. Santa Costumes

Encourage participants to wear Santa hats, red t-shirts, or full Santa costumes. Consider providing:

- **Santa Hats:** Purchase online to give each runner a hat.
- **Craft Option:** Have students make Santa hats or decorations in art class.
- **Theme:** Add a holiday twist by allowing reindeer antlers, elf costumes, or festive accessories.

3. Logistics and Safety (1-2 Weeks Before the Event)

a. Route Preparation

- Clearly mark the route with signs or cones.
- Set up checkpoints for volunteers to guide students and offer support.
- Ensure the route is free from obstacles and is safe to run.
- Write a risk assessment

b. Safety Measures

- **First Aid:** Ensure first aid support is in place
- **Water Stations:** Set up hydration points along the route if required
- **Permission Slips:** Ensure parents sign permission slips with medical information if required.
- **Supervision:** Have enough staff and volunteers to monitor the route and assist students.

c. Assign Roles to Volunteers

- **Route Monitors:** Supervise checkpoints and ensure students stay on course.
- **Refreshment Coordinators:** Provide water and snacks.
- **Cheer Squad:** Encourage other students to cheer on participants. Consider organising music if possible to get everyone in the festive spirit.
- **Clean-Up Crew:** Manage post-event clean-up of the area.

4. Event Day (The Santa Run!)

a. Pre-Event Set-Up

- **Warm-Up:** Arrange a festive warm-up session with holiday music to get everyone energised.
- **Starting Line:** Gather participants and explain the route and any rules (e.g., safety reminders).

b. The Run Itself

- Start the run with a countdown and festive music.
- Ensure all participants, especially younger students, are accompanied if necessary.
- Volunteers should cheer along the route and provide assistance to anyone who needs it.

c. Post-Event Celebrations

- **Medals or Certificates:** Give all participants a medal or certificate of completion.
- **Prizes:** Offer prizes for fun categories like "Best Santa Costume," "Fastest Runner," or "Best Holiday Spirit."
- **Refreshments:** Provide refreshments (hot chocolate or water) and snacks to celebrate the finish.

5. Follow-Up and Reflection (Post-Event)

a. Thank-You Messages

- Send thank-you notes to volunteers, sponsors, and participants.
- Acknowledge students' effort and celebrate any funds raised for charity or the school.

b. Evaluate the Event

- Hold a debrief with the organising committee to discuss what went well and areas for improvement.
- Collect feedback from students and parents through a quick survey.

c. Celebrate Success

- Announce the total amount of funds raised in a school assembly, newsletter, or via social media.
- Share event highlights and photos with students and parents.

Additional Tips

- **Themes:** If "Santa Run" doesn't appeal to everyone, consider alternative themes like a "Holiday Dash" or "Reindeer Run."
- **Prizes:** Include a raffle or prize draw to encourage participation.
- **Partnerships:** Seek local business sponsorships for prizes or refreshments.
- **Inclusion:** Offer shorter distances for younger students or those with special needs.

By following this guide, your school's **Santa Run** will be a fun, memorable, and successful event that builds community spirit and fosters a sense of holiday cheer.