



PETA Pack 2011 Team Leader Packet

Becoming a Team Leader

Are you interested in taking your PETA Pack commitment to the next level and doing even more to help animals during the next three months? Becoming a PETA Pack team leader is a fabulous way to do that! As a PETA Pack team leader, you can make a huge difference in the experience and success of all the PETA Pack runners in your area by hosting team training runs, meet-and-greet events, and more. We will be here to help and support you in every way that we can. In this packet, you will find all the information necessary to get your team started!

If you'd like to sign up as a PETA Pack team leader in your area or if you have any questions about this opportunity, please e-mail us at PETAPack@peta.org. Thank you!

Included

- Team Leader Responsibilities
- Marketing
- Team Meet-and-greet
- Team E-Mails
- Team Training Runs
- Fundraising Events
- Race Day, Awards, and After-Party
- Contact Info
- Thank You!

Team Leader Responsibilities

As a team leader, you will be responsible for the following local team-building efforts (we will, of course, be here with all the suggestions and help you'll need!):

- Marketing: Recruiting PETA Pack runners and spreading awareness locally
- Organizing a team meet-and-greet
- Sending weekly e-mails to your local team
- Organizing local team training runs at least twice a month (ideally every weekend)

- Helping to organize local fundraising events (we hope you organize at least one—it could be a potluck, vegan bake sale, car wash, or anything else)
- Coordinating your team on race day at whatever race your team plans to participate in
- After the race, organizing a team gathering (perhaps at a local restaurant) and distributing awards and any prizes that your teammates may have earned

Marketing

The bigger your local team is, the more successful you'll be and the more fun you'll have! PETA will be doing national advertising through e-mails and website advertising, but to build a great group in your area, we're depending on you! We'll provide fliers, pamphlets, and anything else you need to spread the word and recruit runners in your community.

- Post fliers in shop windows, especially near common running routes and in running stores.
- Leave pamphlets in coffee shops, bookstores, and more.
- Contact the leaders of local running groups and ask them if they can mention the PETA Pack team in an e-mail.
- Post on Craigslist and other online forums to let the community know that your local PETA Pack group exists.

Registration opens in May, so there is time to rev up excitement in your community before training starts! Registration is easy: Individuals can simply visit PETA.org/Run, fill out their information, and create a fundraising page.

Team Meet-and-Greet

The purpose of the team meet-and-greet is just as it sounds—for the runners to get together in a fun and welcoming atmosphere in order to meet the other PETA Pack team members in their area, meet their team leader (you), and get a basic run-down of how the next three months will go. You can introduce yourself and let them know that you'll be sending out weekly e-mails, hosting training runs, and more. Be sure to let them know that if they can't make it to every run, that's OK! Encourage them to come when they can, even if it's just a few times.

The team meet-and-greet should be organized before the first team training run, even if that means having it a half-hour before the first one. Here are some ideas:

- Meet-and-greet potluck
- Meet-and-greet shopping party (at a local running store)
- Meet-and-greet lunch (at a local vegan-friendly restaurant)
- Meet-and-greet "fun run" (have a meet-and-greet followed by a short 1-mile team jog)

In the Bay Area each year, we have a team meet-and-greet shopping party at Sports Basement in San Francisco. Sports Basement provides food and donates 20 percent of everything the PETA

Packers spend that day to PETA. It's a great relaxed atmosphere in which to meet others and get new running gear at the same time!

Team E-Mails

We will be sending out weekly e-mails with training schedules, training and fundraising tips, and other important information for the entire PETA Pack team.

However, one of your main responsibilities as the local team leader is sending out e-mails *specific to your local team*. These could be e-mails announcing your running meet-ups or coordinating local fundraiser efforts, updates about the local race you will be participating in, etc. We will provide you with your local team e-mail list, so sending these e-mails will be as easy as vegan pie.

Team Training Runs

Let's face it: It's much harder to get yourself to run if you're running alone. The weekly or bi-weekly training runs you organize will be *the main thing* keeping many of the new runners on track with their training. For many people, it is very difficult to fit runs into their week, so committing to the weekend group training runs is all that they can do. That's fine—and that's why the weekend runs are so important!

Here are some things to look for when picking a meeting location:

- A spot with water and toilets
- A spot where your route can start short (1 mile) and stretch to a solid 15 miles if necessary
- A flat route (We recommend a primarily flat route because many PETA Pack team members are new to running, and incorporating a lot of hills into their training can lead to injuries.)

If possible, we encourage you to meet at that same place at the same time each week. This makes it easier to coordinate runs and also helps runners become familiar with the route so that they won't get lost.

In the Bay Area, we meet by the water in San Francisco and run along the piers, across the Golden Gate Bridge, etc. After the runs, we usually meet at a nearby vegan-friendly restaurant and have a (sweaty) team lunch together.

Local Fundraising Events

Organizing local PETA Pack fundraising events is a great way to help your team bond, raise a lot of money, and involve the family and friends of all the runners! Here are some ideas for

fundraising events that have been organized in the past—we hope you will organize at least one in your area:

- **PETA Pack Vegan Bake Sale:** Tie up your apron and bring out the flour, because vegan bake sales are our number one recommended fundraising event! Pick a date and a location, and ask each runner to bring their favorite vegan baked goods. If they can't bake their own, they can always get some vegan goodies from Whole Foods or another store. Last year, we held our vegan bake sale near a farmers market and raised more than \$600 in just under three hours!
- **Popcorn and Movie Night:** Have all the runners invite their friends and family to go to a popcorn and movie night and ask for a minimum donation to attend, such as \$10. You can show an animal-friendly movie, a running movie, or any other popular movie. (We do ask that you run your movie selection by us so that we can make sure it is 100 percent animal-friendly.)
- **PETA Pack Car Wash:** Grab your bathing suits or PETA Pack T-shirts and buckets of suds, and have a PETA Pack car wash! This is an incredibly fun way to raise some money *and* spread awareness about the team and the cause at the same time. You can hand the drivers a free vegetarian/vegan starter kit to take with them after you wash their car.
- **PETA Pack Potluck Benefit Dinner:** Have each runner bring a big dish to share and at least one friend (hopefully more)! Ask for a minimum donation from each guest. If you want to get extra fancy, you could invite a special guest like a PETA speaker or include a small raffle.
- **Get Creative and Come Up With Your Own:** Be sure to share your ideas, events, and pictures with the entire team over at the PETA Pack Facebook page!

Race Day, Awards, and After-Party

If your team is planning to participate in a race other than the San Jose Half Marathon, it's your job to make sure that all the runners register and have a place to meet up on race day. After the race, organize a meet-up spot where everyone can get together and celebrate their accomplishment! This is the time when you would distribute awards and prizes to any individuals who earned them (we will provide the awards and prizes).

Contact Information

Website: PETA.org/Run

PETA Pack Coordinator: Michelle Cehn

Contact E-Mail: PETAPack@PETA.org

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Feel free to call or e-mail Michelle any time with any questions you have!

Thank You!

We'd love to have you on board this year, and we hope that with your help, we can make this the most memorable PETA Pack team ever! Should you have any additional questions concerning being a team leader or how to get involved, please contact us anytime at PETAPack@peta.org or 510-763-7407.