

## Meeting 5 (8/28/21)

- Updates from Director
  - Can't have animals on the new field, would have to create a separate route
  - Promo code needs to be established, start getting volunteers these next couple of weeks. 50 people so far, goal is 600 but aiming for 500
  - Suggestion: turquoise shirt color instead of black since it is the 5th 5K.
  - Sponsor calls! Encourage people to do sponsor calls, brothers (this would count towards service), friends, and family.
  
- Update from each position regarding previous tasks
  - PR: Have reached out to Forest Roy about getting ads in Doak, he has not responded yet. Marching Chiefs Mondays for post and Why Wednesday. Reach out to some Chiefs or other people around campus who have a lot of followers and have them promote the 5k.
    - Give them a discount (5%) as compensation for advertising. Have a different discount code that combines the two discounts. If volunteers promote the race they can get their shirt for free (Shirt typically cost \$5 or so).
  - Hype video ideas: Since it's the 5th year, have a montage of footage from previous years leading up to this year. Chiefs style play on the olympics. Still reaching out to see who could record us. Currently in contact with ABC
  - Registration: Turquoise gradient from white. One sponsor, 50ish registrants, no donations. Basically have all the materials for the package just need to start ordering.
  - Sponsor: Continue to help with it please! Add in items to the sponsor box. Check to see if they have an email then maybe call. Best to call first. Maybe shorten the script. Try to memorize major bullet points to make it seem more natural. Will update the script so it's less overwhelming.
  - Volunteer: Use remind instead of the band app. Instructions for each pep band will be relatively the same. Started reaching out to grad students/former drum major. Reach out to Andy, have Matthew Boswell, and ask more grad students. Go about it like a block party, certain instrumentation for each pep band. Go to a local place to get the logo printed on the bag. Campus Reach- get it embroidered. FSU Nike website. - student athletics , order soon!
  - Course Marshal: Contact FSU PD, use baseball parking for chiefs field. Talk to doak campbell about the food truck and talk to this other guy- will contact them soon, probably just the 6 food vendors. Garnet and gold guys - contact them (BCM- by the UPS.) Contact Plack about go-pro at least the beginning of October. Communicate to Sydney about the route for the pets.

## New tasks

- We will keep split position tasks. Will send those out tonight or tomorrow
- PR: Begin reaching out to local news stations to cover the day of the race. (9/1) Begin hanging flyers around local businesses. Begin reaching out to local high schools and middle schools.
- Registration: Race day registration concept completed and approved (How registration will flow needs to be planned. (I.e. how many tables will be needed, what is the setup) We order shirts on September 27. Establish the promo codes for chiefs and the compensation promo for the people who advertise us. Keep working on form with Malik.
- Sponsor: continue sponsor calls, adjust script, send out message in slack about volunteers for sponsor calls. Send out a poll for when to potentially meet for 5K calls. Keep working on finalizing sponsor gifts.
- Volunteer: Finish Nike design as soon as possible. Send design and choice backpack to Felecia so she can get it into DP. Continue to formulate the volunteer forms with Alyssia and announce it to chiefs soon.
- Course Marshal: continue working on vendors and get in contact with Garnet and Gold guys. Get BCM Pastor's contact info from Morgan.