

Hosting a Homecoming Fun Run

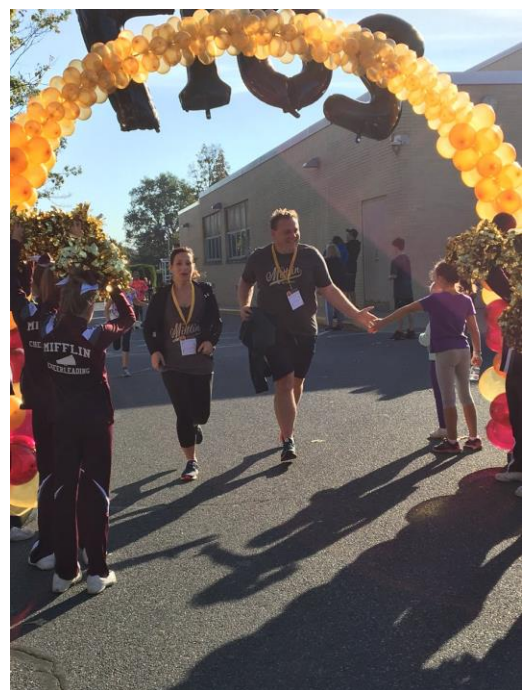
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This year for homecoming, our school decided to put together a 5k fun run entitled “The Mifflin Retro Run” (see logo). This run was held in the morning before our homecoming football game, which was on a Saturday. The course of the run took participants through almost all of our school district’s buildings and ended right in front of our high school where we had a community-wide tailgate before the afternoon’s football game. The idea was generated by our PTA back in early January of 2017 and brought to life through the work countless people throughout the district. While this event takes some time to plan and run, it brought together the whole community!

The Retro Run helped engage our district’s.....

- **Alumni** – There were many alumni who signed up to run the race, including one from 1956! Dr. Gerhard, our Superintendent, took time to recognize many of the classes that signed up to run before the race started. Alumni are a key demographic for our district right now. We are targeting them for a number of reasons, including expanding our network of connections for our college, career, and future ready efforts; developing new relationships for our Education Foundation; and building overall support of our district events and communications. The “retro” theme was developed with alumni in mind first.
- **Community** – 75% of our tax payers do not have students enrolled in our district. We continue to try to find ways to bring our community on campus and the Retro Run was an opportunity for them to not only be here, but get into our buildings and see our schools. It was also a chance for our community to come together at the run and/or the tailgate and connect with neighbors, businesses, and our staff at their best.
- **Staff/Students** – Each school was given a decade (60s, 70s, 80s, etc.) and tasked to decorate their hallways to reflect that decade. There was also a competition between the buildings called the “Superintendent’s Cup,” which was awarded to the building with the best decorations. We gave some specific details of decorating the buildings for the run, but we really left this open for interpretation. Brecknock, the only building not on the run route, really used this as an opportunity to come together by inviting staff and families to their own mini-tailgate party early in the morning and decorating their cars. They caravanned to the main campus and took ownership of the finish line area.



The Retro Run also helped to...

- **Continue our district's narrative** – our overall communications and community relations strategy is grounded in building a rapport with our community. Our positive posts on social media serve as a daily reinforcement that our “norm” at Governor Mifflin is one of achievement, stand-out students and staff, and a close-knit community that cares about our kids. The Retro Run and Homecoming were a large-scale continuation of that work of developing a narrative for what defines our district. This event was *for* our entire community. We tried to honor them by providing a worthwhile, fiscally-sound event.
- **Added value for our local businesses** – we had three sponsors for the Retro Run (Retro Fitness, Stein's Flowers, and Terre Trophy), but we also ended the run at our community tailgate party. For the tailgate, we offered our local businesses and organizations space and one table. There was no charge for them to participate as this was a *friend* raiser, not a fund raiser. Our only ask was that they have something on hand to engage visitors (a game, giveaway, art project, etc...). Other than that, we asked them to come and promote themselves because we know that the success of our business community is key to the success of our school district as a whole. Also, as a side note, between the run sponsorship and run registrations, we were able to cover the cost of the entire Homecoming event, sans some overtime for the maintenance crew.



Leading up to the run:

- our publications director worked with the head of maintenance in our district to establish the course through the campus/buildings
- we secured cash sponsors (Retro Fitness & Stein's Flowers) and an in-kind sponsor of the trophies (Terre Trophy)
- we promoted through district social media, the website, trade advertisements on WEEU, in-kind donations of billboards, the district newsletter, and targeted alumni outreach
- we developed "The Superintendent's Spirit Cup" to engage buildings in the Retro theme
- we designed the run shirts and lanyards and had them printed (these were covered by run registration costs)
- we created an online and paper registration form and opened registration about a month and a half prior to the event
- we met with local police, fire and EMS to coordinate logistics of safety and the course road closures
- we released the course to the public the week of the run
- we held a packet pick up at Retro Fitness the night before the run

Day of the run:

- Melissa Fullerton, our publications director, went with a team to walk/mark the course
- Dr. Gerhard did a walk-through of each building to judge the building decorations
- The Safe Schools Department worked with local police to close areas of the campus to traffic
- Retro Fitness provided a water table at the finish line and an instructor to lead the warm up at the stadium
- we opened the stadium around 6:30 a.m. Day-of registration opened at 8:00 a.m.
- the warm up led by Retro Fitness started at 8:30 and we had a National Anthem performance by the MS Show Choir at 8:45 a.m.

Schedule of Events the Day Before and the Day Of the Retro Run

DATE	TIME	ACTIVITY	LOCATION	STAFF	VOLUNTEERS
Friday 10/20		Building decoration for the Retro Run	HS, MS, GMIS, MP, CE		
Friday 10/20		Class of 2002 tent set up	Stadium		
Friday 10/20	5:30 set up	Retro Run Packet Pickup (open 6:30-8 p.m.)	Retro Fitness, Kenhorst Plaza	Sue and Nicole	
Friday 10/20	TBA	Walk course	GM Campus	Melissa	Assign people
Saturday 10/21	6:00 a.m.	Retro Run course set up		Melissa/Nicole	
Saturday 10/21	7:00 a.m.	Stadium opens for volunteers/run set up	Stadium	Sue/Nicole	
Saturday 10/21	7:00 a.m.	Tables set up at tailgate site	High School		
Saturday 10/21	7:30 a.m.	Dr. Gerhard begins judging of decorations	all buildings/finish line	Dr. Gerhard	
Saturday 10/21	8:00 a.m.	Retro Run Registration Opens	Stadium	Sue/Nicole	
Saturday 10/21	8:00 a.m.	Balloon arch delivered	Finish line (in front of GMHS)		

Saturday 10/21	8:00 a.m.	Tailgate participants begin to arrive for set up	High School	Lisa Hess	
Saturday 10/21	8:30 a.m.	MS Show Choir and Bronco Cheerleaders arrive	Stadium		
Saturday 10/21	8:30 a.m.	Race warm up begins	Stadium	Retro Fitness/Janet	
Saturday 10/21	8:50 a.m.	Retro Run - National Anthem	Stadium	Travis Williamson	
Saturday 10/21	8:51 a.m.	Superintendent's Remarks/Welcome of Retirees	Stadium	Steve Gerhard	
Saturday 10/21	9:00 a.m.	Run Begins	Stadium		
Saturday 10/21	9:30 a.m.	DJ begins music at finish line	High School	John Naugle	
Saturday 10/21	9:45 a.m.	Tailgate participants set up and in place	High School		
Saturday 10/21	10:00 a.m.	Tailgate officially opens	High School		
Saturday 10/21	End of race	Announcement of Race Winners/Spirit Cup Winners		Dr. Gerhard	
Saturday 10/21	10:00-10:45 a.m.	Erich Cawala Strolling Saxophone	High School		
Saturday 10/21	12:30 p.m.	Begin moving toward stadium			Andy Cusano/Band?
Saturday 10/21	1:00 p.m.	Game Kick off	Stadium		N/A

Link to a video of me running the race:

<https://www.instagram.com/p/BagwC35hDA3/?hl=en&taken-by=gmmstugo>