

ZEBRA RUN

FOR RARE DISEASE

Zebra Run Pop Up Toolkit

Introduction to the Zebra Run

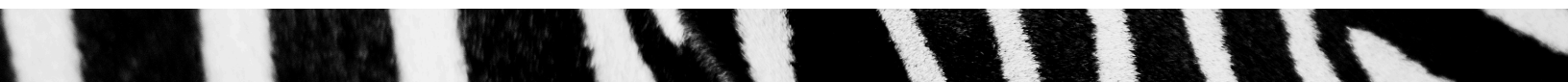
The Zebra Run for Rare Disease is a fundraising and community-building event organized by the United MSD Foundation to raise money for Multiple Sulfatase Deficiency (MSD) research and family support efforts. The event has been held in Ocean Springs, Mississippi, since 2018 and is typically on the first Saturday in March or the Saturday closest to Rare Disease Day. The main, in-person Zebra Run includes both a 1-mile, all-ages fun run and a chip-timed 5k run. Our in-person event also includes music, family-friendly activities, and complimentary lunch provided by food sponsors.

Hosting your own Zebra Run is a fun and meaningful way to bring your community together, spread awareness about MSD, and raise funds for an important cause. You can customize your event completely—from the race distance and format (such as a color run) to all the special details that make it unique. As with any event, we highly recommend forming an event committee made up of enthusiastic, dependable volunteers who are ready to share responsibilities and step up as the event approaches and on race day.



Fundraising Goals

The fundraising goals for a Zebra Run will vary depending on the size and scope of your event. Keep in mind that the majority of funds raised will come from event sponsorship, especially if your race does not have registration fees. Past events have raised between \$600 and \$30,000. Your event's fundraising success will significantly depend on your ability to activate your network. No matter what you raise, please know your involvement is deeply appreciated by the United MSD Foundation.



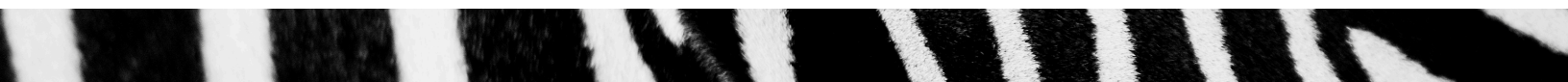
Budgeting

The budget for the Zebra Run might cover such expenses as the following:

- Fees associated with online registration
- Event location/municipality permits
- Promotion and marketing
- Race shirts for participants and volunteers
- Volunteer expenses
- Prizes and awards
- Food and refreshments
- Equipment rental (for example, sound system)
- Site rental
- Insurance

It is important to create a detailed budget and track expenses carefully. This will help ensure that the event stays on track financially.

Please note that the best way to maximize revenue is to procure as many in-kind donations as possible for expense items. Once you create your sponsorship packet detailing sponsorship levels and corresponding sponsor benefits, you can work to fit major in-kind donations of needed items into sponsorship categories.



Logistics

The logistics of organizing a Zebra Run can be complex. However, it is important to have a plan in place for all of the following:

- Selecting a date and location (at least four to six months in advance of the event)
- Coordinating volunteers
- Soliciting sponsorship
- Procuring in-kind donations for all needed items
- Securing permits
- Marketing and promoting the event
- Setting up the course
- Providing food and refreshments
- Handling registration
- Awarding prizes

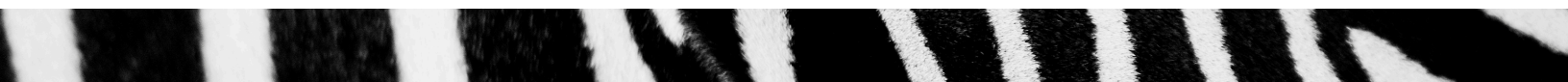
It is also important to have a contingency plan in case of bad weather or other unforeseen circumstances or make it known to registrants that it is either a “rain or shine” event or that in the event of cancellation, the event will not be rescheduled and there will be no refunds (if that is the decision you choose to make).

Marketing and Promotion

The event-day success of the Zebra Run will depend on a well-planned and well-executed marketing and promotion campaign. This campaign should reach out to potential participants and donors through a variety of channels, such as:

- Social media
- Email marketing
- Public relations
- Advertising
- Local radio/TV
- Word-of-mouth
- Race listing websites
- Running/sporting goods stores
- Local online event calendars

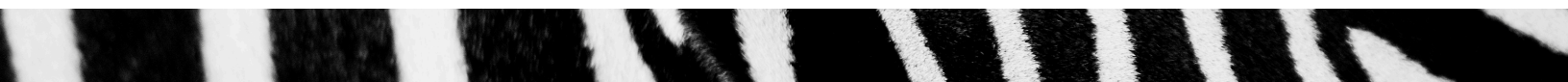
Promotion should highlight the importance of MSD research and the impact that the Zebra Run can have. We can provide you with Zebra Run logo files and talking points or our UMDSF 1-sheet overview flier, and you can also direct everyone to learn more at our website—www.curemsd.org. And, like all other expense items, it is beneficial to procure in-kind donations and utilize all local/regional relationships for as much marketing and promotion assistance as possible.



Sponsorships

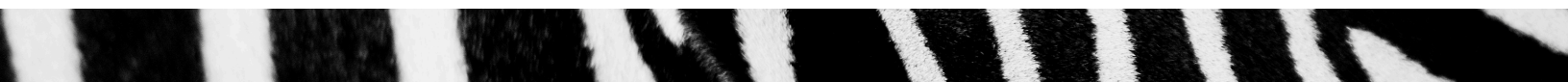
Sponsorship can be a primary source of revenue for a Zebra Run event and might include financial support, in-kind donations, or promotional services. Prior to soliciting sponsorship, it is helpful to create a sponsorship packet or 1-sheet that lists sponsorship levels and the various sponsor benefits associated with each level. The 1-sheet should also include the sponsor commitment form.

The United MSD Foundation can provide more information about sponsorship opportunities and make suggestions for sponsorship levels and associated sponsor benefits.



Race Registration

The United MSD Foundation staff will help you set up personalized fundraising campaigns on Bloomerang Fundraising. This is how you can have participants register for your run and collect donations, similar to how the original Zebra Run operates. We will work with you to personalize the text and graphics. As you request, we will pull reports so you can communicate with your participants and donors.



Testimonials & Photos

Testimonials from past Zebra Run participants and sponsors can be a powerful way to promote the event. Photos also help provide a visual example of a fun, successful event. These items can be used on the event website, in marketing materials, and in social media posts, as well as in the sponsorship packet.

For your first event, we can provide these things from our past events. But please plan to have someone capturing LOTS of photos and talking to race participants (or sending out a post-event survey) to capture images and quotes from happy participants to be used in following years.

Resources

The following resources may aid in your event planning, and you are free to copy them or use them as a guide:

- Zebra Run logos (2 versions)
- Sample social media posts
- Sample Sponsorship Packet
- Event planning checklist
- Event budget template
- Sample event-day timeline

“*I'm proud to be a longtime sponsor of Zebra Run! It's a wonderful community and family fun event, and it gets us closer to funding a cure for MSD.*”

-Hope B.
Biloxi, MS



Frequently Asked Questions

1. Can I use the United MSD Foundation logo or name on my event materials?

Yes, but with approval. You can use the United MSD Foundation name and logo, provided you receive explicit, advance written approval from the Foundation's staff. This ensures all branding is used correctly and meets our standards. All promotional pieces (flyers, websites, t-shirts, etc.) must clearly state that your event is "benefiting the United MSD Foundation" rather than implying it is an official Foundation event.

2. Can the United MSD Foundation provide us with our event permits, insurance, or a tax ID number?

No. As a third-party event, you are responsible for all event logistics and legal requirements. This includes securing all necessary permits (for parks, road closures, amplified sound, etc.), obtaining liability insurance for the event, and covering all associated costs. The United MSD Foundation's tax ID number or insurance cannot be used for your independent event.

3. How and when should we send the funds we raise to the Foundation?

All proceeds should be sent to the United MSD Foundation within 30 days following the conclusion of your run/walk event. We recommend submitting a single check or secure online transfer for the net proceeds, along with a detailed financial breakdown of all revenue and expenses for your event.

4. Can we offer tax receipts for our participants' donations?

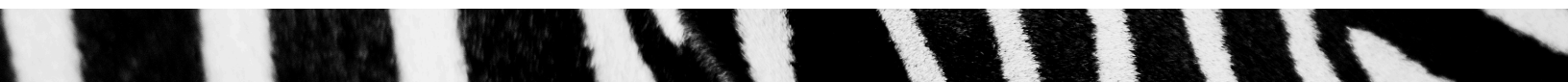
It depends on how the donation is made.

- Direct Donations: Participants who write checks payable directly to the "United MSD Foundation" or donate via an approved online fundraising page (set up to send funds directly to the Foundation) will receive a tax-deductible receipt from the Foundation.
- Ticket/Registration Fees & Third-Party Donations: Fees paid for event registration, tickets, or funds donated to your planning committee that are later submitted as a lump sum may not be fully tax-deductible to the individual donor. Please consult with our staff to ensure you are communicating the correct tax-deductibility information to your supporters.

5. Can the Foundation help me find sponsors, promote the event, or provide staff on the day of the run/walk?

The Foundation is happy to offer consultation, advice, and guidance on your event concept, planning, and fundraising strategies. However, the host is responsible for all event execution, which includes:

- Securing sponsors.
- All event-specific promotion and publicity.
- Recruiting and managing volunteers.
- We cannot guarantee staff attendance due to our limited team size and commitments.



Frequently Asked Questions continued...

6. Do we have to host a specific distance, like a 5K?

No, your run/walk can be customized! Your event can be any distance, format, or theme you choose—a 5K, a 1-mile fun walk, a color run, or even a virtual race. We encourage you to select a distance that best fits your community and target audience.

7. What support materials can the United MSD Foundation provide us with?

Upon approval, we can provide you with a number of helpful materials, including:

- An official Letter of Authorization for your event.
- Approved use of our logo and branding guidelines.
- Information/talking points about our mission and the impact of the funds raised.
- Branded giveaway items (as available)

Please reach out to us at
ZebraRun@unitedmsdfoundation.org
with any questions or to let us know of your plans to
host a Zebra Run fundraising event.

We look forward to supporting you and your event!



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