

2026 Zebra Run Pop-Up Informational Webinar

December 2, 2025





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 historically been held in Ocean Springs, Mississippi, on the first Saturday in March. 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 the date and all the special details that make it unique. As with any event, we highly recommend teaming up with other enthusiastic, dependable people to co-host and help plan the event.

KEEP IN MIND

Fundraising

- Make a fundraising goal.
- Your goal will vary depending on the scope and size of your event.
- There are many different ways to fundraise (food sponsors, monetary donations/sponsors, registration fees, etc.).

Sponsorships

- Majority of funds come from monetary sponsorships.
- Brainstorm/research local businesses that tend to sponsor 5ks, races, walk-a-thons, or other community events.
- Make a list of sponsors and a plan to solicit them.

Registration

- Decide if you want to charge for registering for your event.
- If you don't charge for registration, you'll need to focus on soliciting sponsors to reach your goal.
- Think about a fee that will encourage people to sign up based on your target audience (i.e. community members, college students, etc.)

Events

- Consider the type of pop-up you want to create.
- Will you have a 5k event along with a fun run?
- Some pop-up events only have one event/registration option. Registrants can decide if they want to walk or run.

PLANNING ELEMENTS

Budget

Map out your budget and track your expenses. Here are some budgeting items to consider:

- Event location/municipality permits
- Promotion and marketing
- Race shirts for participants and volunteers
- Prizes and awards
- Food and refreshments
- Equipment rental (e.g., sound system)
- Site rental

Logistics

Some event logistics to consider:

- Selecting a date and location (at least 3-5 months in advance of the event)
- Coordinating volunteers
- Soliciting sponsorship
- Procuring in-kind donations (food, drinks)
- Event marketing
- Providing food and refreshments
- Handling registration
- Awarding prizes
- Contingency plan (in case of bad weather)

Marketing and Promotion

Make a plan for prior to and the day of the event through these channels:

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

Sponsors

Sponsorship can be a primary source of revenue for a Zebra Run event and can include:

- Monetary sponsors (if utilizing different levels, create sponsors packet detailing benefits at each level)
- In-kind
- Promotional sponsors

POP-UP ZEBRA RUN FORMAT IDEAS

1

5K

A traditional 5K with official timing that attracts competitive runners and local running clubs. Participants register, race, and raise funds while bringing visibility to rare disease families.



2

Family/School Fun Run

A low-pressure, family-friendly 1-mile run or walk that's easy for schools, neighborhoods, and community groups to host. Great for all ages and abilities, with optional costumes or "zebra stripes" for spirit.



3

Color Run

Participants are showered with safe, colored powder at various points along the route, creating a vibrant, joyful event. This format is especially popular with teens, sororities/fraternities, and school groups.



4

Walk-A-Thon or Lap Challenge

Participants collect pledges per lap or distance completed, making it a simple and high-impact fundraiser. Perfect for workplaces, churches, or fitness groups with limited space or equipment.



5

Greek Life Relay Race

Sororities and fraternities form teams and compete in friendly relay events, obstacle courses, or timed challenges. This format taps into existing campus energy and makes fundraising fun and competitive.



SUPPORT PROVIDED BY UMSDF

1

2

3

4

5

Registrations

UMSDF staff will help with creating an online registration site and tracking registrant information.

- We can create an online registration form.
- We can track registrant information.
- We will share updates as often as you need/ask.

Sponsorships

UMSDF staff will help with creating an online sponsorship site and tracking sponsor information.

- We can help in identifying potential sponsors.
- We can create an online sponsor form.
- We can track and share sponsor information and updates.

Logistics

UMSDF staff will help you with a planning timeline and event roadmap, if needed.

- We can schedule a strategic planning Zoom meeting.
- We can help create an event roadmap or timeline to help keep you on track.
- We can share any of our resources.

Marketing

UMSDF staff will share your event on social media and through our channels.

- We can help create graphics for you to share.
- We can brainstorm different marketing avenues/channels for you to utilize.
- We will promote your event.

Have Fun!

UMSDF staff will be available to you at every step of the way!

- Need help with anything not mentioned here? We will still help!
- The goal is for you to create a fun event to raise awareness.
- We are here to support YOU. Reach out to us anytime about anything!

Questions?

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