



# RUN FOR THE ROLLS

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Fiscal Agent: Run for the Rolls

**Continuing or New Intervention:**

- Continuing

**Intervention also funded in:**

- Year 1: \$3,000
- Year 2: \$1,500
- Year 3: \$1,301
- Year 4: \$2,000
- Year 5: \$2,000

**Amount Requested:**

**\$2,000**

**Element:**

**MM**

# Intervention information

## Brief Description

- I. Run for the Rolls 1 mile fun run and 5k race takes place Saturday August 26<sup>th</sup>. 12:30pm & 12:45pm. Including the Bulldog Challenge and the 5 town School Challenge.
- II. Target population: Non Runners, beginner runners and families. Sedentary to moderately active, participants of all abilities.
- III. When will the intervention start and end: Saturday August 26th
- IV. Number of events: 1

## List all the goals of the intervention

1. To get community members of all ages and abilities to move more, connect with others and learn to make a healthier choices. Food, Behavior.
2. Increase the numbers of registrations for race day.
3. Impact families to participate together race day.
4. Learn how to make running or walking a lifestyle.

For the primary goal provide the following information:

| SMART  | Goal 1:  |
|--|--|
| Specific Goal  | To follow same program, but to increase family and 5k registration.<br>USTAF Certification   |
| How success will be measured                                 | Not only by the number of participants, but by the data from the surveys printed on the registration forms.                                |
| Describe what data will be collected and who will collect it | The registration forms, paper or online have to be answered. Collected by Cindy Burdette, Danielle Matusak.                                |
| Why do you think the goal is achievable?                     | With printable training program on the Run for the Rolls website or the C25K app. That can be downloaded on your phone.                    |
| Is the timeline achievable                                   | Yes, all the training information is on the Run for the Rolls website and with marketing to inform the public when to start their program. |

## Units of Engagement

**Please calculate the units of engagement for your intervention**

- Estimated number of participants (250)
- Estimated time each participant spends at each event (1 in hours)
- Estimated number of events to be held (1)
- $250 \times 1 \times 1 = 250$

*Note – if this is an infrastructure intervention, units of engagement may not be applicable*

## Key Evaluation Data

**Please list the measures you will be using to track the impact of your intervention. Measures may include, but are not limited to:**

- Number of participants- 204
- Number of surveys distributed and collected, survey feedback:
- 204, Every registration form had a survey to fill out. 50% of participants run multiple races annually. 25% of the 1 miler were new to the race. 4 years seems to be the average for a family. Participants heard about Run for the Rolls either by friends and family or from online race schedules.

# Responsible Parties & Organizations

Who will: Danielle and Cindy

- Obtain permits, etc. required:
- Finalize decisions like times, dates, etc.
- Develop and implement marketing
- Recruit necessary volunteers
- Develop tools to collect data and collect data
- Analyze data
- Develop plan to improve intervention
- Prepare storyboard, presentation(s) and reports
- Other specific tasks

What organization are involved:

1. Organizations whose approval is required. City of Chelsea, Chelsea Police, St. Joseph Mercy Chelsea Hospital, Chelsea Wellness Foundation, Chelsea Rotary Club, St. Louis Center
2. Organizations who have committed to contribute to the intervention
  - A. With volunteers-Chelsea Rotary Club, Knights of Columbus, Speedway
  - B. With dollars- Green Tree Pediatrics, American 1 Credit Union, Chelsea Milling, Chelsea Chiropractics, Chelsea Wellness Center, St. Joseph Mercy Chelsea Hospital, Roberts Paint & Body, State Farm Insurance, Farm Bureau Insurance, Zou, Zou's.
  - C. With other in-kind contributions- Steele Graphix, Common Grill, Silver Maples, Country Market, Thompsons Pizzeria, Westside Gym.

# Marketing Plan

## How do you intend to market your intervention?

- Be sure to include the 5H logo in marketing material (email Ashley)
- Take photos of your intervention (email them to Ashley or Matt)
- Ashley will help you with “how to” add to the Facebook Page
- Email [matt@5healthytowns.org](mailto:matt@5healthytowns.org) to get events on [www.5healthytowns.org](http://www.5healthytowns.org)

- MARKETING PLAN is:

- Advertise certified USTAF Courses.
- Advertise on online race schedules, local, state, regional.

- Run for the Rolls FaceBook

- Run for the Rolls website

- Intigrate Run for the Rolls race with other 5H Town races.

- Chelsea Area Chamber,

- Posters at area businesses

- Banner on fence @ Pierce Lake Elementary

## Proposed Budget (Total Budget = \$9,170)

How \$2,000 funds from 5HF will be used

Examples are:

- Marketing = \$
- Compensation = \$
- Materials = \$ 2000.
- Consumables = \$
- Training = \$

How \$7,507 funds from other organizations will be used

Examples are:

- Marketing = \$ 860
- Compensation = \$600
- Materials = \$ 5228
- Consumables = \$482
- Training = \$