

Grandma's Marathon Cancellation Timeline:

Monday, March 30, 2020

- 10:00am – Zoom Staff Meeting
- 5:00pm – Zoom Board Meeting

Tuesday, March 31, 2020

- 8:00am – Last minute staff briefing via Zoom – All
- 8:45am – Call Media Sponsor Partners and notify them in advance – Marketing/PR Director
- 9:15am – Upload Medical Director's Statement & FAQ to Website – Web Manager
- 9:15am – "Turn on" virtual event registration, all current registrants rolled over – Reg. Director
- 9:30am – Distribute press release to all media contacts – Marketing/PR Director
- 9:30am – Begin calling your list of contacts – Everyone
 - (Volunteers, sponsors, vendors, committees, guests, public officials)
- 9:45am – Be prepared for interviews – Exec. Director (in-person); Marketing/PR Dir. (via Zoom)
- 10:00am – Be prepared to answer calls – All
- 10:00am – Email the key captains list – Marketing/PR Director
- 10:15am – Email all participants – Marketing/PR Director and Reg. Director
- 10:45am – Post on social – Social Media Director
- 11:00am – Update FB events – Social Media Director
- 11:15am – Make updates everywhere else on our website – Web Manager
- 12:30pm – Post Exec. Director/area Mayors' video on social and website – Marketing/PR Director
- 12:30pm – Be prepared to answer FB messages, emails in general box, calls to office – All

Thoughts:

- Shift our focus on how to help our community get through this
- Include personality with your responses/inquiries
- Strong connections can be made now more than ever
- Running is something that everyone can still do, in a safe environment
- Look forward to our 45th anniversary celebration next June!
- Promote hope over fear
- Together, we are stronger