Thank you signing up for AAMDSIF's 2021 Global March for Marrow Kick-Off! We wanted to provide you with some information to help you with your Virtual Walk Experience. In this Toolkit, you will find:

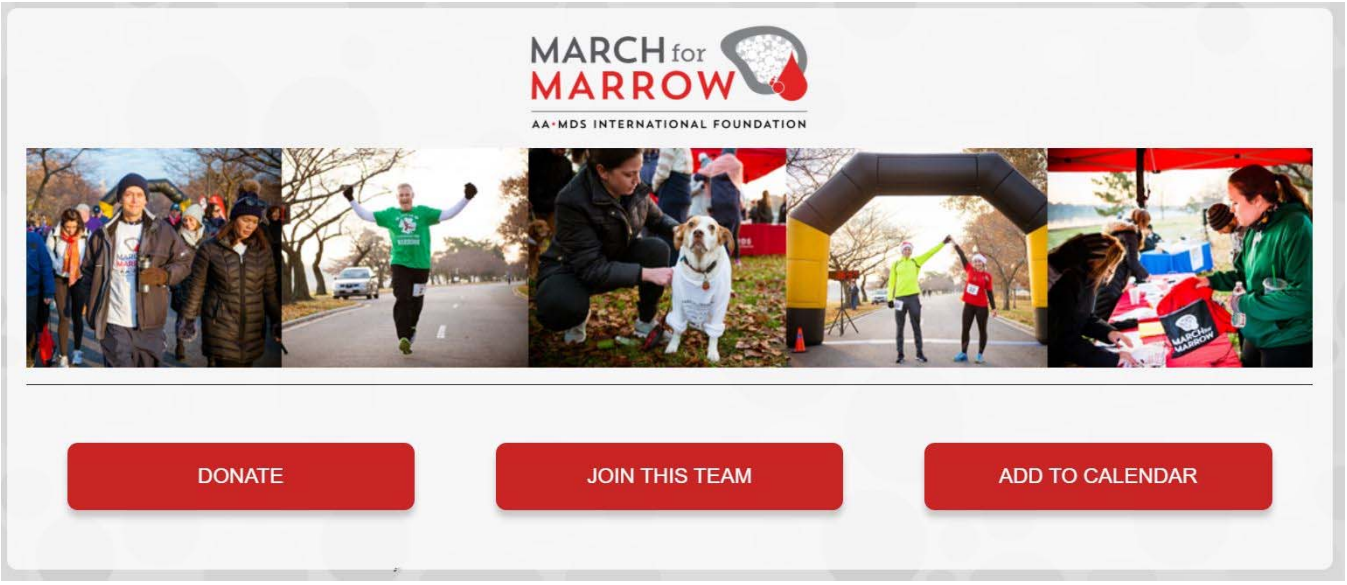
1. ***Registering & Fundraising***
2. ***Basic Info***
3. ***How to Record and Submit Your Own Race Time***
4. ***Instructions for Mapping out Your Own 5K Route***
5. ***Social Media Instructions***
6. ***Thank You to Our Sponsors!***

If you have any questions on the following content, please reach out to Amy Ferrone at ***aferrone@poweredbyprofessionals.com*** or 908-723-4815

1. Registering & Fundraising

If you've received this packet, you've probably already signed up to walk – Thank you for registering! But if you haven't, you can go to https://aamdsif.salsalabs.org/m4mglobal2021 to sign up for the event. Simply click on "Register to Walk Virtually" and you'll be able to sign up to walk and create a team.

Once you have a fundraising team, you can share it with your friends to have them either join you by signing up or donating through your page for the event. It's that easy!



2. Basic Info:

About: March for Marrow Walks allow you to walk whatever distance you choose or run your 5K wherever and whenever you want.

Location: Anywhere! Pick your favorite location weather it be on a path, your neighborhood or in a park.

When to Run/Walk: Anytime between March 1 – March 7. We ask all participants to have their walking and running finished before the final event program starts on **Sunday, March 7th at 11:00AM**.

Distance and Time: We recommend you track your distance and time on the Strava app (details on the following page). It is free to use. Or record your time however you like, and email your results to Amy at aferrone@poweredbyprofessionals.com.

March for Marrow Shirt: Your T-shirt will be sent directly to you, and to save on shipping costs, all event shirts will be sent out on 2/24/21. If you register after this date, your T-shirt will arrive after the Global Walk program on March 7th.

Pictures: Please post or send your pictures of your run/walk to Amy at aferrone@poweredbyprofessionals.com by **March 6, 2021**.

3. Recording and submitting your 5K time

Be sure to use **Strava** to log and record your time. To do so, log into the Strava app on your phone or online and find the "March for Marrow" **Club**. You can find this on your browser here:
https://www.strava.com/clubs/864731/group_events/888127

Once you have the Strava app downloaded, or you've gone to the event online:

1. We ask that you create a Strava profile
2. Then join the **event** labeled "March for Marrow".
3. When you run on or before March 7th , be sure to have your phone with you, and record your run using their record feature. You'll be able to then upload your time to the event!

Please keep in mind that all race time submissions should be done on good faith. Some people's routes will be flatter and have less hills, and some participants may be running on sidewalks and waiting for traffic lights while others are in a park. In the spirit of the AAMDS community, please be honest about your time when submitting your results

4. Instructions for Mapping your 5K Route

Mapping a 5K route in your area is easy!

If you'd like to find a 5K route that has already been certified by the USATF, you can always go to https://certifiedroadraces.com/search/, and search for certified routes in your city. If you want to map your own 5K route, we recommend using Map My Run
https://www.mapmyrun.com/routes/create/
You will need to make a Map My Run account, but it's free and easy to use.
Once you have an account with Map My Run, you can start mapping out a 5K route near you:

1. Start by clicking on the map where you want your "Start Line" to be, and click along a route that you want to measure. Be sure to use the Tool panel to switch from miles to kilometers to map 5 kilometers. (*Note: 5 kilometers is roughly 3.12 miles)*

2. If you don't think that your neighborhood is well-suited for a 5K, then consider mapping a route in a local park. You can also use their search feature to find a route near you that's already been mapped out.

3. Reach out to us with any issues or questions. We'll be happy to help guide you in finding or creating a route.

5. Social Media Instructions

We want you to share your experience with everyone! If you're willing to post on social media about your 5K then we have a couple of hashtags that we'll be using:

#AAMDSIF
#MarchforMarrow
#IRunForAAMDS

Here are a couple of recommendations on what you can post about:

- *Why* you're participating in the March for Marrow.
- If you have a fundraising team and you're making team shirts, you can post pictures of the team shirts
- You can help grow the support and momentum – tag your friends in a post about the Walk and challenge them to participate too and tag others!
- You can post a picture of the route that you create for the 5K
- Or you can post a picture of you getting ready to run the 5K itself

To submit your photos, make sure you tag us using the hashtags above. Please post your pictures anytime *from 3/1/21-3/7/21 so we can see you supporting AAMDS!* Photos can also be emailed to Amy at aferrone@poweredbyprofessionals.com.

6. FAQ:

Is my registration fee tax-deductible? Partially, there is a portion that is not, due to t-shirt received. AAMDSIF is a 501c3 organization and donations are deductible.

I did not donate to my team, how can I get my donation to be allocated towards a team? Email Amy at aferrone@poweredbyprofessionals.com. In the email state the name on the donation and the team it was intended for.

Where will my swag be sent? Your t-shirt will be shipped to the address used at the time of registration. To change shipping address, email Amy at aferrone@poweredbyprofessionals.com.

Where will the virtual March for Marrow be hosted? We will send you a link to view the program on March 7th.

MARCH for MARROW
AA·MDS
INTERNATIONAL FOUNDATION

Thank you to our National Sponsors!

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