

Color Powder

Supply Co.

THE COMPREHENSIVE GUIDE TO

Planning a Color Run Fundraiser

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Your fundraising is about to get a lot more vibrant.

Color run fundraisers are a fun and engaging way to raise money for charitable organizations and causes. Color runs bring communities together in a positive experience that excites individuals and unites them in a common cause. It's perfect for schools, sports organizations, non-profits, and private fundraisers. Some larger and well-organized events can raise up to \$100,000!

This guide is meant to be a thorough checklist to help you consider every aspect of planning the event. However, every event is unique, and not every step is relevant for all events, and some events may require steps not listed here. While the list may seem long, it will be worth it in the end when you see all the smiling faces you brought together for a great cause!

STEP ONE

Getting Started

It's essential to lay a solid foundation for your Color Run Fundraiser. In this first section, we're going to walk you through the starting steps.

DEFINE YOUR COLOR RUN FUNDRAISER

Begin by clearly defining the purpose of your fundraiser. Is your goal to raise funds or awareness for a specific cause, promote community engagement, or both? Understanding your goals will guide your decisions throughout the planning process.

CHOOSE YOUR CAUSE + AUDIENCE

Aligning your fundraiser with a meaningful cause inspires participants and donors to rally behind your event.

IDENTIFY YOUR TARGET AUDIENCE

Are your ideal participants students, families, or local community members? This will help you to tailor your approach efficiently.

ENLIST SUPPORT

You don't have to do it all alone! Enlist enthusiastic volunteers and create a dedicated team to share the planning and execution workload. Assign specific roles and responsibilities based on individual strengths and interests. Consider volunteers with skills like marketing, graphic design, first aid, photography, and the other main roles needed.

SET YOUR BUDGET + FUNDRAISING GOAL

Think through the financial aspects and set an event budget using our budget planner. Establish a fundraising goal that reflects the impact you hope to make with the event.

CONSIDER ALL FUNDRAISING OPTIONS

There are many different ways you can raise money before and during your event. Consider your options and choose the method(s) that best fit your fundraising goals and audience. Some popular ways you can raise funds include registration fees, sponsored runners, event level sponsorships, and onsite fundraising activities.

DETERMINE PRICING

If you set a registration price of \$25 per person and each participant's items cost \$15 you would raise \$10 per person. Consider all facets of the race when determining the per-participant costs. If you plan to primarily raise funds via registration (and not sponsorship), consider a higher price point.

STEP TWO

Date and Location

One of the key factors that can make or break your Color Run Fundraiser is choosing the right location and date.

WEATHER AND SEASONAL CONDITIONS

Weather can play a role in the success of your Color Run Fundraiser. Obviously, rainy weather would dampen the spirits of attendees and affect logistics, but most events will continue rain or shine (as long as it's safe). Look for a time of year when the weather is typically pleasant and reliable, but encourage attendees to show up even if the weather isn't cooperating. If the venue is available, it can even be a good idea to preplan a rescheduled date in case of lightning or other dangerous weather conditions. List your weather concerns below:

ACCESSIBILITY AND AMENITIES

When considering locations, opt for one that is easily accessible for participants and spectators. Choose a venue with sufficient parking or nearby public transportation options. Prioritize venue options that offer amenities like restrooms, water fountains, and electric outlets to make volunteer and participants' experience more streamlined. List any amenities that your venue will need to have:

VENUE SIZE AND SPACE

The size of the venue is the top priority, especially if you're expecting a large crowd. An open and spacious venue provides ample room for the color run track, color stations, start and finish lines, and post-race activities. Consider the location's terrain and layout of the venue to ensure a smooth flow of the event.

PERMITS + REGULATIONS

Before finalizing the location, familiarize yourself with any permits or regulations required from your venue to host a public event in that area. Different locations may have specific guidelines regarding sound amplification, waste management, and safety measures. It's crucial to obtain the necessary permits well in advance to avoid any last-minute hurdles.

LOCAL COMMUNITY IMPACT

Consider how the event may impact the surrounding areas and reach out to local residents or businesses as needed. This event can be a fantastic opportunity to engage with local community businesses to round up sponsors or place marketing materials.

BOOKING THE VENUE

Many schools and municipalities will have events right on their property, but some events may require booking a venue. Popular event spaces book up quickly, so don't delay in booking your venue. Always have a written agreement with the venue that outlines all details, including rental fees, event dates, and any additional services or amenities provided.

STEP THREE

Legal and Permits

While not the most exciting aspect of a color run, covering your legal liabilities of organizing a Color Run Fundraiser and obtaining the necessary permits are key to ensuring a smooth and compliant event.

RESEARCH LOCAL REGULATIONS

Start by researching the specific regulations and requirements for hosting public events in your chosen location. Contact local authorities or visit their websites to find the necessary information regarding permits, insurance, and safety guidelines

OBTAIN EVENT PERMITS

You've covered your venue permits but depending on the size and nature of your event, you may need various local permits: a special events permit, noise permit, or park use permit. Work closely with the appropriate authorities to secure these permits well in advance to avoid any last-minute complications. Start by calling your city office.

INSURANCE COVERAGE

Consider protecting yourself and your organization by obtaining liability insurance for the color run event. Insurance coverage is typically very affordable (less than \$300) and it's essential to shielding against any potential accidents or injuries during the event. Contact your current insurance provider or simply google search “fundraiser event insurance” or something similar to find more information.

SAFETY AND EMERGENCY PLANNING

Develop a comprehensive safety plan that addresses potential risks and emergencies. Identify or set up first aid stations, designate emergency exits, and have a communication system in place to coordinate with event staff and emergency responders if needed. Consider having an EMT on-site.

STEP FOUR

Logistics and Planning

Get prepared with all the essential logistics to ensure a seamless event.

REGISTRATION

Create an easy registration process for participants. Consider free online registration options so attendees can sign up and make payments seamlessly. Plan for and provide clear instructions for any in-person registration.

Be sure to get contact information like email addresses from all attendees for clear and easy communication. Provide early bird discounts and group rates to encourage early registrations.

LIABILITY WAIVERS

Include waivers in your registration process. Some registration software options may have general liability waiver verbiage built in. Double check. Consult a legal expert if needed.

PARTICIPANT COMMUNICATION

Keep participants informed by sending regular email updates and information about the event. Use email newsletters, social media, and even an event website to share details such as event schedules, parking instructions, and rules for participation as needed. Instruct participants to arrive an hour before their race start time to allow enough time to check in and have fun.

SAFETY SUPPLIES

Prioritize participant safety with items such as first aid kits, disposable gloves, sunscreen, and water stations along the race route.

VOLUNTEER SUPPLIES

Have matching volunteer shirts in a bold color so that participants can clearly identify volunteers if they need help.

PREP RACE KITS

Each participant should receive a race kit upon signing in. Race kits should include a branded white cotton t-shirt for participants to wear during the run. Also consider including sunglasses, an individual color powder packet, any offers from sponsors and local businesses, and something fun like instant temporary tattoos or a branded sticker.

COLOR POWDER SHOPPING

Select high-quality, safe, and environmentally friendly color powder [like ours](#) for your Color Run Fundraiser. Ensure you have enough color powder with our [calculator](#) to create a vibrant and enjoyable experience for all participants.

A good rule of thumb is 1lb of color powder per 10 Participants per color station.

TRACK/RACE LENGTH

The length of a color run track can vary depending on the available space, and the level of challenge you'd want to provide to participants. However, most color run tracks typically range from 3 kilometers (1.86 miles) to 5 kilometers (3.11 miles).

COLOR STATIONS

Most events will have 3 - 7 color stations strategically placed throughout the course. The number of stations depends on budget, venue size, and volunteer availability. Place color powder stations at least every kilometer of your race track length so a 3K race should have at least 3 stations while a 5K should have a minimum of 5 color stations. If it is a round track, a single station can be used with volunteers tossing a different color each time the runners pass through.

Tossing Method: There are two popular tossing methods: dixie cups and squeeze bottles. When using dixie cups, you will simply distribute the color powder into buckets for easier access, and each volunteer will get a cup. Volunteers simply dip, toss, and repeat, attempting to hit each runner with 1 cupful of color powder at each station.

The prefilled squeeze bottles are one of the easiest ways to run the event. When using squeeze bottles, volunteers simply point the bottle at the runners and squeeze out the color powder. It squirts out almost like a liquid. Pro tip, test ahead of time and cut down the nozzle until you are happy with the flow rate.

It can be more cost effective to purchase empty squeeze bottles and fill on your own. Our 24 oz squeeze bottles hold about 1 lb of color powder. You will need a plan to refill on the fly during the event. Ideally you will have enough squeeze bottles at each station so that one or some volunteers can be refilling bottles while the others are squirting at the runners. A simple and effective funnel can be cut from a cereal box or something similar, rolled and taped in a fashion that one end will fit in the squeeze bottle.

START AND FINISH LINE

Create an exciting atmosphere at the start and finish line. Use banners, streamers, music, balloon arches, signs, and engaging hosts to energize participants as they begin and complete their color-filled journey.

SOUND SYSTEM

Set up a portable sound system or enlist a volunteer DJ to create an energetic atmosphere with music, announcements, and motivational messages.

CLEAN UP AND WASTE MANAGEMENT

Arrange for garbage bags, brooms, and dustpans to ensure a quick and efficient cleanup process post-event. The color powder is all natural, and will go away in a few days or weeks depending on the weather, but a leaf blower and/or hose can be used if immediate clean up is necessary.]

*Please Note: Some micro-porous materials, such as vinyl (ex. Golf cart seats, event inflatables, some flat roof materials), can absorb the color powder and appear stained. Please take appropriate precautions if using near these materials. If staining does occur, WD-40 or similar products work well to penetrate the pores and remove the stain.

REFRESHMENTS AND FOOD

If applicable, plan for refreshment stations or ask food vendors to keep participants energized and hydrated during and after the run. At the minimum, have bottled water on hand for all participants.

STEP FIVE

Marketing and Promotion

Now it's time to promote your Color Run Fundraiser, attract participants, and secure sponsorships.

CREATE A MARKETING PLAN

Develop a marketing plan that includes both online and offline strategies. Utilize social media, email marketing, and flyers to reach your target audience. You can also make an announcement at community or school events.

CREATE ENGAGING SOCIAL MEDIA CONTENT

Create excitement and buzz around the event by sharing engaging content, participant stories, and behind-the-scenes peeks of progress to generate interest.

COLLABORATE WITH LOCAL PARTNERS

Partner with local businesses, schools, and organizations to extend your reach and promote the event to a broader audience. Local businesses may want to sponsor the event in varying degrees, offer supplies or exclusive offers, and promote the event. Highlight the benefits of sponsorship, such as brand exposure and community goodwill.

MAXIMIZE LOCAL MEDIA

Reach out to local media outlets, newspapers, and radio stations to cover your Color Run Fundraiser. Media coverage can significantly increase visibility and participation and most outlets are happy to promote local events.

STEP SIX

Fundraising and Sponsorship

Fundraising is at the heart of your Color Run Fundraiser.

CREATE A FUNDRAISING PLAN

Develop a fundraising plan that includes both event-related and ongoing fundraising efforts. Set specific targets and deadlines to keep your team motivated. Share small wins on your social media to build up excitement and engagement. Below are some ways you can raise money.

SPONSORSHIP PACKAGES

Design attractive sponsorship packages that offer different levels of visibility and benefits to potential sponsors. Having sponsors for the race either in goods (water bottles or snacks), services (DJs or photographers), or funding is a smart way to offset costs and raise more funds for the cause. Sponsors can sponsor the entire event (consider adding their names to shirts and marketing materials) or can sponsor color stations or even the start and finish lines.

REGISTRATION FEES

Charge a fee to participate. Some events will have a VIP package including different items such as t-shirts, sunglasses, extra color powder packets, etc.

SPONSORED RUNNERS

Rather than charging a fixed registration fee, have participants find sponsors for themselves by reaching out to friends, family and co-workers. Prizes can be awarded for participants who raise the most funds or reach a certain level of sponsorship.

ON-SITE FUNDRAISING

You can raise additional funds on site with silent auctions, raffles, photo booths, or selling merchandise such as clothing, food, beverages, and/or additional color powder packets. Considering on-site features early on will also help in choosing the appropriate venue.

MATCHING DONATIONS

Seek matching donations from big players in your fundraisers' niche. Consider local organizations, businesses, or individuals to inspire others to give generously. Approach corporations that support causes aligned with your Color Run Fundraiser's mission.

STEP SEVEN

Participant Experience

Focus on creating a positive and enjoyable experience for participants from start to finish.

PARTICIPANT INFORMATION PACKETS

Prepare participant information packets containing essential event details, including the event schedule, parking instructions, what to wear, what to bring and not bring, and safety guidelines. This can be sent via email to cut costs.

RACE-DAY CHECK IN

Set up a streamlined check-in process on the day of the event to avoid delays and bored participants. Your registration software may offer check-in options. Plan for and provide clear instructions for any day of or in-person registration.

PRIZES AND AWARDS

Organize prizes or medals for top finishers, highest fundraiser, or any other categories that align with your event's objectives. Consider having a photographer to take photos of participants receiving prizes to share on social media.

COURSE ENTERTAINMENT

Create a lively and engaging race course with music, cheering stations, and motivational signs to keep participants energized throughout the run. Archways can be rented or created for use at the start, color stations and/or finish line.

FINISH LINE CELEBRATIONS

Celebrate participants' achievements at the finish line with music, applause, and color powder party. Consider hiring a photographer or arranging for volunteers to capture memorable moments throughout the event and at the finish line.

PHOTO OPPORTUNITIES

Designate photo booths or colorful backdrops where participants can capture fun moments and share them on social media. Consider making a hashtag for users to include on social media posts and encourage them to share their images with your official accounts.

START LINE

If you have a ton of participants (congrats!) plan to host the race in waves. Allow groups of runners to start at 90-second intervals. This will help prevent any congestion and allow for even color saturation. Too large of groups make it difficult for volunteers to hit each runner with color powder.

BLOW OFF OR DUST OFF STATION

At the finish line area set up a blow-off station. A few large fans, a floor dryer, or even a volunteer with a leaf blower will do the trick. A dust-off station with rags, towels, or clean hand brushes will also work.

STEP EIGHT

Event Day

It's finally the big day! Essential preparations make for a smooth event day.

EARLY SET UP

Begin setting up the event area as early as possible to ensure everything is in place before participants arrive – and prevent unneeded stress.

VOLUNTEER BRIEFING

Conduct a thorough briefing for all volunteers, explaining their roles and responsibilities during the event. Train volunteers to throw or squirt the color powder gently and directly onto participants from the shoulders down to avoid accidents and discomfort. Remind volunteers to remain after the race to help with the teardown and clean up.

EVENT SIGNAGE

Set up clear and visible signage throughout the venue to guide participants and spectators.

COLOR STATION PREPARATION

Prepare color stations with an adequate supply of color powder and ensure volunteers are ready to distribute it safely. Many color runs have a single color at each station, but duo or trio color stations can also create a dynamic effect and make for fun photos!

WATER STATION PREPARATION

Most runs need a water station at the halfway point and the finish line. Consider having a case or two of bottles at each color station to use as needed.

MEDICAL SUPPORT

Coordinate with medical personnel or first aid stations to be available throughout the event for any emergencies.

START AND FINISH LINE ACTIVITIES

Organize engaging activities and entertainment at the start and finish lines to create an electrifying atmosphere. Consider entertainment like dance contests, \$1 raffles (raise more funding!), sponsored prize giveaways, etc. to hype up participants.

STEP NINE

Post-Event

The Color Run Fundraiser doesn't end when the race is over.

POST-EVENT CLEAN UP

After the event, make sure the venue is thoroughly cleaned and any trash is picked up. You can use a leaf blower to dissipate any piles of color powder. The remaining powder will easily wash away during the next rainstorm or with a garden hose.

THANK-YOU NOTES

Send personalized thank-yous to participants, volunteers, and sponsors to express gratitude for their support. Consider handwriting thank you notes to volunteers and sponsors.

EVENT RECAP

Share a post-event recap on social media, highlighting memorable moments and celebrating the success of the Color Run Fundraiser.

STEP TEN

Future Fundraisers

Planning on hosting additional fundraisers in the future? Use these tips to prepare:

PARTICIPANT SURVEYS

Consider an email survey to collect feedback from participants. This is a way to gain valuable insights and ideas for future events. Include a question along the lines of how can we make this event better next time?

POST-EVENT FUNDRAISING

Extend your fundraising efforts beyond the event day. Send thank-you notes via email to participants and donors, highlighting the impact of their contributions. Continue engaging with supporters through newsletters and updates on how the funds raised are making a difference.

PLANNING FOR THE NEXT EVENT

Reflect on the success and challenges of your Color Run Fundraiser and use those insights to plan an even more successful event in the future.

SPECIAL BONUS

Budget Planner Checklist

Event Permits and Licenses

Budgeted:

Spent:

Insurance Coverage (Liability, Event Insurance)

Budgeted:

Spent:

Marketing and Promotion (Flyers, Posters, etc.)

Budgeted:

Spent:

Website Development and Maintenance

Budgeted:

Spent:

Registration Platform Fees

Budgeted:

Spent:

Volunteer Shirts and Supplies

Budgeted:

Spent:

Swag Bags and Participant Souvenirs

Budgeted:

Spent:

Printing (Banners, Signs, Event Materials)

Budgeted:

Spent:

SPECIAL BONUS

Budget Planner Checklist

Venue Rental Fee

Budgeted:

Spent:

Stage and Sound Equipment Rental

Budgeted:

Spent:

Tent Rentals (Registration, Info Booth)

Budgeted:

Spent:

Tables and Chairs Rental

Budgeted:

Spent:

Start and Finish Line Structures

Budgeted:

Spent:

First Aid Station Setup

Budgeted:

Spent:

Waste Management and Cleanup Supplies

Budgeted:

Spent:

Color Powder (By Quantity and Color)

Budgeted:

Spent:

SPECIAL BONUS

Budget Planner Checklist

- Storage Containers for Bulk Color Powder**

Budgeted:

Spent:

- Color Powder Distribution Tools (Cups or Bottles)**

Budgeted:

Spent:

- Medical Personnel and First Aid Supplies**

Budgeted:

Spent:

- Safety Barriers and Fencing**

Budgeted:

Spent:

- Security Services**

Budgeted:

Spent:

- Advertising Expenses**

Budgeted:

Spent:

- Photography and Videography Services**

Budgeted:

Spent:

- Promotional Items**

Budgeted:

Spent:

SPECIAL BONUS

Budget Planner Checklist

Banners and Signage

Budgeted:

Spent:

Participant Kits

Budgeted:

Spent:

Race Medals or Finisher Certificates

Budgeted:

Spent:

Water Stations and Refreshments

Budgeted:

Spent:

Music and Entertainment

Budgeted:

Spent:

Volunteer Appreciation Gifts

Budgeted:

Spent:

Staff and Volunteer Shirts or Identification

Budgeted:

Spent:

Thank You Notes and Cards

Budgeted:

Spent:
