eBlast Guidelines

Getting Started….*What is an eBlast?*

Think about it like a commercial and your race is the "product"!   There are examples shown on the race Director Tools

Where to start - You have up to 500 words to "sell" your race. Most races use something that is more like a "press release" they have written as a word doc, many send out a copy of their app instead, some write something and then ask us to attach their race application.   Either way, make it as inviting and exciting as possible, think "Why" or "What" about your race will make runners choose it over another one that day. As much as you are "vested" in your "cause", keep in mind that the runner is looking for <u>details</u> about the race; do NOT spend a lot of text talking about your cause or mission. There are only a few causes that will actually motivate the runner to attend a race; they want to know, instead, what they get in return. The runner naturally assumes that the race is being held for a good cause.

Just remember your eblast will be sent out to the approx 30,000 runner email addresses we have on file. Sending an eBlast is perhaps the most cost-effective method you can find to reach the running community "niche" at a rock bottom price. It is a way to promote your race, charity initiative or runner-related product in a far more cost-effective manner than newspaper advertising, radio, magazine ads, etc.

How to send us your eBlast once you have written it:

All eblast <u>content should be sent as an attachment to an email</u>, please do not embed the wording in the body of the email. You can send it in several forms.

- **MS Word Document:** If you send it as an MS Word document, all hot links that <u>you include</u> in it WILL work. Word documents should only contain 1 graphic at the most and should NOT include tables, borders, etc.

- **Jpeg/PNG Graphic:** You could also send it in a graphical form. It should be a single jpeg that is oriented as a 8 ½ by 11 inch "portrait" rather than a "landscape" format (we CAN take more than 1 jpeg if you need more than one link to work but the maximum we will take is three. You can also send it as a png. If you send it as a graphic, we can put one link to that graphic but you'll need to include the url that it goes to in your email back to us. We CAN use a pdf if you have nothing else but we cannot guarantee the resolution that we will be able to achieve when transferring it.

3) Send the eblast to us, as an attachment about 6-7 days before you'd like it to go out. It should be sent to rhornpcs@aol.com. If there is date sensitive information in the contents (ex. Announcing price increase, shirt deadline),. **Please note that in the subject line of your email to us plus the following; (YOUR) RACE TOWN / (YOUR) RACE NAME - eBlast CONTENT. You may request a specific date for it to go out, but we cannot guarantee that it will go out that day. But we WILL get it close to that date, as the schedule allows.**

4) ****Consider sending more than one eblast.** If you used your Free eblast and would like to send another one, the cost would be $50 for each additional. The fee for extra eBlasts can be reflected on your timing invoice or we can set up a link for you to pay for the extra eblast separately. (Races we do not time pay $95 for each eblast) A good approach would be to send a "save the date" one out about 2 months before your event and then send another one out about 1 week before your registration fee changes.

5) You can contact us about 8-10 days after you send us your eblast to see if it went out. If it did, we can send you statistics at that time as to how many people got it, how many opened it, etc.

Historically, sending eblasts have been very effective, and we have many repeat users that pay for this "stand alone" service. Users report surges in the number of visitors to their race's web site, increases in entries over the next week or so (depending on how soon their event is), increased calls or emails to the race director concerning the race, etc. Hopefully, your eblast will be just as effective but to a degree, that depends on how well you sell your race in your write-up. Best of luck! We sincerely hope that is contributes toward your event being a great success.

Any question on this process can be addressed to rhornpcs@aol.com or 610-779-2668.

Ron Horn
Pretzel City Sports