



Breakout Session Takeaways

Session Title: Why Charity Runners are Essential to Endurance Events

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- 1. Ensure you have created a Charity Program that works for your audience**
- 2. Build a Charity Program that attracts Sponsors**
- 3. Charity runners start telling their story at least six months before the event and usually three months after the event. Registered runners not part of the charity program do not do this.**
- 4. Charity programs are only growing, ensure you have built a roadmap of success - now.**
- 5. Charity runners are repeat runners. Who doesn't love a repeat runner?**