



2018 Communication Plan

Neighborhood Associations

All neighborhood associations that are impacted by the course will receive an email/phone call/paper mail one month before the event.

Postcards Mailed to Residents Living along the Course

A postcard letting the residents know about the event including road closures and times they will be impacted will be sent to all residents along the course 2 weeks before the event.

Yard Signs

Yard signs listing the date of the marathon will be placed along the course one week prior to the event.

Churches

All churches have been contacted and are pleased with the new course.

Businesses

All businesses will be contacted through the area associations 2 months prior to the event as well as postcards with information 2 weeks before the event.

Race Day Communication

All key staff will have 2-way radios. We will have a ARROW Communication Association at all Aid Stations with assisting key staff with communication. All volunteers are given the phone numbers of key staff and will have area captains who will have a 2-way radio in addition to the assistance of the ARROW team