COVID-19 Email Templates

to address your race's participants

COVID-19 EMAIL TEMPLATES

It's been said that sports bring people together and it has never been truer than these past couple of weeks.

Dealing with postponements or rescheduling can be challenging.

If you're reaching out to your participants and informing them their race has been rescheduled, postponed or made virtual, we're making it easy on you! Simply adjust the following email template copy as applicable, create your email list and schedule them to send.

Whether you want to announce that registration is rescheduled, postponed or shifted to virtual, these templates will help streamline your race communication plan.

Don't forget to replace {content in brackets} to customize the message for your organization.

Tailor it to your brand, while expressing concern for your participants and the community at large. Improvising and inserting your brand's voice are encouraged!

SWITCHING YOUR EVENT TO VIRTUAL

It wasn't part of our original plans, but we're giving it a try

Email Type	Scheduled
Who to Send to	Entire email list
When to Send	ASAP

1 **Subject Line Suggestions**

+ Your Own Pace, Your Own Race: {Event}
  is now virtual.
+ Registration is now open for the
  {Your Virtual Race}

Tips

+ Express your disappointment but concern for
  the community
+ Benefits of a virtual race (e.g. participants get
  to choose their charity, medal mailed to them,
  Instagram posting).
+ Learn how to convert your events to virtual
  events in ACTIVEWorks Endurance here

Your Own Pace, Your Own Race: {Event} is now virtual **1**

{Organization Name}
Wednesday, March 25, 2020 at 7:36 AM
Show Details

Unsubscribe   Manage Add-ins...

Hi {First Name},

In a time of social distancing, finding new ways to stay fit and trained to compete is more important than ever.

Based on guidelines and recommendations from the CDC and the World Health Organization, we've elected to make our events virtual, for the time being.

As race organizers, we are aware of the massive amount of training already completed. We are offering runners the chance to complete a marathon remotely should you wish.

What & When: The {Event Name} will be held on {date} at {time}.

Included in your entry: {Insert a list of race perks! Examples below}
• His or her tech shirt (provide us with the size and it will be mailed to your home)
• Custom bib number with first name (mailed)
• Instagram Post of your picture and time
• Participation medal mailed to you
• 35% off next year's 5K

Be sure to post your results and see how you stacked up against the competition.

We can't wait to see your post-race selfie!
{Organization Name}

Add a button with a clear
call to action

Register now

RESCHEDULED

Get the word out! Different date, same location.

Email Type	Scheduled
Who to Send to	Entire email list
When to Send	ASAP

① Subject Line Suggestions
+ Keep Going! {Event} Rescheduled
+ We're Still On!
+ New event date

Tips
+ Waive the registration fee or reduce the fee to motivate not yet enrolled participants.
+ Learn how to reschedule your event in ACTIVEWorks Endurance here

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Keep Going! {Event} Rescheduled ①

{Organization Name}
Wednesday, March 25, 2020 at 7:36 AM
Show Details

Unsubscribe   Manage Add-ins...

Hi {First Name},

Long distance runner, Frank Shorter, once said, "Experience has taught me how important it is to just keep going, focusing on running fast and relaxed."

Due to Coronavirus (COVID-19) {Event Name} will be changed to {New Date}.

We realize many of you are peaking in your training and logging your longest runs in preparation. Like Shorter, we encourage you to keep going.

If you have not yet registered, please take advantage of our special pricing:
• {Price} when you register by {Date}

We are continuing to monitor the situation. We're in this together, please feel free to reach out with any questions at {phone number}.

We look forward to seeing you at the starting line!
{Organization Name}

Add a button with a clear call to action

Register now

POSTPONED

Keep the lines of communication open with participants.

Email Type	Scheduled
Who to Send to	Entire email list
When to Send	ASAP

1 **Subject Line Suggestions**
+ {Event} Postponed
+ Keeping you in the loop
+ We hope to be back soon

Tips
+ Let participants know you're working with local authorities to arrange an alternative date.
+ It's important to have the relevant permissions in place before announcing the new date to avoid ambiguity.
+ Learn how to postpone an event in ACTIVEWorks Endurance here

{Event} Postponed **1**

{Organization Name}
Wednesday, March 25, 2020 at 7:36 AM
Show Details

Unsubscribe   Manage Add-ins...

Hi {First Name},

We are sorry to announce that due to ongoing health concerns with the Coronavirus COVID-19, we are postponing {Your Event}.

Steve Prefontaine, holder of 7 world records, once said, "Over the years, I've given myself a thousand reasons to keep running, but it always comes back to where it started... self-satisfaction and a sense of achievement."

Storms don't last forever. Remember why you're running in {Your Event} in the first place. Whether it's self-satisfaction, a sense of achievement, or pure love of the sport, stay motivated and keep training. Together, we will weather through it.

Head to {your registration website} to learn more about the steps we are taking to make your race memorable!

You will be the first to know as we make progress on rescheduling. Thank you for your understanding and stay safe.

{Organization Name}

ACTIVEWorks Endurance's Email Tool can help you to easily and efficiently communicate with your participants during uncertain times like these. With segmented distribution lists and pre-saved customizable templates, staying in touch has never been easier.

Reach out to ACTIVE to learn more.

endurance.info@ACTIVEnetwork.com | ACTIVEendurance.com | 800.914.6363

Check out these ACTIVEWorks Endurance Help Articles

+ How to create a virtual event in ACTIVEWorks Endurance
+ How to postpone/reschedule an event in ACTIVEWorks Endurance
+ How to create and schedule emails in ACTIVEWorks Endurance