

TWIN CITIES IN MOTION

Volunteer Association Division Descriptions

VOLUNTEER WITH TCM

The Twin Cities In Motion Association is made up of more than 350 dedicated volunteers working year-round to plan all of TCM's events and activities. Association members serve on committees that support all aspects of our races, from Marketing to Registration to Fluid Stations and Finish Line Logistics. Committees meet multiple times a year and have significant responsibilities on race day. Each division is led by a Division Director who is the volunteer counterpart of a staff member. Apply by completing the TCM Association Interest Form at tcmevents.org/volunteer.

The **Events & Services Division** organizes and plans all supplementary events to marathon week. The division is responsible for the following events: Pasta Party, Health & Fitness Expo (seminars and packet pick up), VIP reception, and the Fall Association Meeting and Association Appreciation Banquet. The Corporate Team Challenge, Charter Club, Course Entertainment, Information Booth, VIP Tent, and 27th Mile committees work to enhance the runner and spectator experience. Also within Events & Services, the Pro Athlete Services committee enhances the stature of the event in the racing community by recruiting and coordinating hospitality for pro athletes to compete for National Championships and substantial prize purses.

The **Hot Dash Division** is responsible for the management of the event, registration all the way to post-race clean up. The division focuses on the safety and security of every participant and volunteer during the race. The division has the responsibility for all aspects of planning, organization and management of the races, literally from the start to the finish.

The **Marketing and Public Relations (MPR) Division** is responsible for helping promote Twin Cities In Motion, Medtronic Twin Cities Marathon Weekend and other events throughout the year. It does so through media relations, mascot appearances, race enhancement promotions, social media, and more. The TCM/marathon branding is also conveyed through the selection and design of merchandise made available for purchase throughout the year. This division is an integral part of the promotion of the organization. MPR Committees Include: Marketing, Communications and Public Relations (CPR), and Merchandise.

The **Office Support Division** is made up of five separate committees: Registration Committee, Technology Committee and Office Committee. The Registration Committee is responsible for working at the Race Number Look-up Desk, Packet Assembly and Packet Pick Up for all TCM events. The Technology Committee is responsible for looking at how technology can be used to improve TCM's internal process as well as to provide a better experience for runners, spectators, volunteers and sponsors. The Office Committee is responsible for general office duties as needed, such as mailings or fulfillments, brand strategy, archives, and provides support in the Temporary Office on Medtronic Twin Cities Marathon Weekend.

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The **Race Operations Division** is responsible for the organization and operation of the marathon and fall ten mile races. This committee is focused on the safety and security of every participant and volunteer during the races. Race Operations has the responsibility for all aspects of planning, organization and management of the races, from the start to the finish.

The **TC 1 Mile Division** is responsible for the management of the one mile event, literally from the start to the finish. This division is focused on the safety and security of every participant and volunteer during the race. The division is made up of two groups, Race Operations and Pro Athlete Services. Race Operations (start, course, finish) has the responsibility for all aspects of planning, organization and management of the race. Pro Athlete Services brings in professional athletes to compete in the race.

The **Red, White & Boom! TC Half Marathon, Relay & 5K Division** is responsible for the management of the half marathon event, registration all the way to post-race clean up. The division focuses on the safety and security of every participant and volunteer during the race. The division has the responsibility for all aspects of planning, organization and management of the races, literally from the start to the finish.

The **Valentine's Day Division** is responsible for the management of the event, registration all the way to post-race clean up. The division focuses on the safety and security of every participant and volunteer during the race. The division has the responsibility for all aspects of planning, organization and management of the races, literally from the start to the finish.

The **Volunteers Division** is responsible for recruiting volunteers for all TCM events and to manage volunteers from check-in until they leave their assigned area. Nearly 5,000 volunteers are needed for TCM events throughout the year. It is the goal of the Volunteer Division to not only help ensure that all areas are fully staffed with volunteers as needed, but also to make sure that each volunteer feels welcomed and appreciated at all TCM events.

The **Women Run the Cities Division** is responsible for the management of this woman's focused event, registration all the way to post-race clean up. The division focuses on the safety and security of every participant and volunteer during the race. The division has the responsibility for all aspects of planning, organization and management of the races, literally from the start to the finish.

The **Youth Programs Division** is responsible for providing opportunities for schools, youth organizations and families to participate in year-round events. The events are currently in February (TC Kids Fieldhouse Fun Run), May (TC Kids Cross Country Fun Run) and October (TC 10K, TC 5K, One Mile, Half Mile, Toddler Trot, Diaper Dash and the Family Activity Tent) on Saturday of Medtronic Twin Cities Marathon Weekend. In addition, the committee has input and interacts with the Medtronic TC Kids Marathon Program, which is both an online and event-based program with imbedded culminating events in our existing calendar. Youth Programs also includes our Community Partners/Outreach Committee, which oversees the Youth Fitness Partner collaboration, the selection of our College Scholarship winners and the choice of Medtronic's Global Champions.

