TWIN CITIES IN MOTION
Volunteer Association Division Descriptions

The Twin Cities In Motion Association is made up of nearly 400 dedicated volunteers working year-round to plan all 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: Health & Fitness Expo (seminars and packet pick up), and the VIP reception. The Corporate Team Challenge, Race Series, Charter Club, Information Booth, VIP Tent, and Beer Garden (Brew Crew) committees work to enhance the runner and spectator experience.

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, content creation, 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, Digital Marketing (DMC), Content Creation & Media Relations (CCMR) and Merchandise.

The **Office Support Division** is made up of two separate committees: Registration Committee and the Technology Committee. The Registration Committee is responsible for working at the Race Number Look-up Desk, 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 **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.

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The **Red, White & Boom! 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 **Volunteer Recruitment 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 Recruitment 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 on March 19 (TC Kids Tater Trot), May 21 (TC Kids Run The Cities), July 4 (TC Kids Boom) 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 Kids Run Free Program.