



Team Larkin Street 2009

San Francisco Half Marathon Training Program

Member Packet





Team Larkin Street
Larkin Street Youth Services
701 Sutter Street, Suite 2
San Francisco, CA 94109
Tel (415) 673.0911
Fax (415) 749.3838
www.larkinstreetyouth.org

November 24, 2008

Greetings Half Marathoner! Welcome to Team Larkin Street!

In signing up with Team Larkin Street, you are committing to training for a half marathon, The San Francisco Half Marathon, on **Sunday July, 2009** AND raising a total of \$1,300 for Larkin Street Youth Services.

The money you raise goes directly to Larkin Street Youth Services in San Francisco, a non-profit committed to creating and providing a continuum of services that inspires youth to move beyond the street.

We will be sending regular correspondence and there will be weekly group training runs in San Francisco beginning Saturday May 9, 2009.

A few first steps for you to take are:

1. Register for Team Larkin Street via Active.com:

http://www.active.com/page/Event_Details.htm?event_id=1654905&assetId=3de8888d-c0b2-4b77-9fe8-c6120d99e14b

You will be prompted for contact information, shirt size information, and a few other key details during program registration. Please note that you also **MUST** sign/initial a Liability Waiver AND a Fundraising Commitment Form. While there is no 'cost' to participants, we do ask ALL participants to commit to raising \$1300 which covers the cost of the program.

2. Sign up for the second half of the SF Marathon:

www.runsfm.com

Team Larkin Street will be training for and running the 2nd half to start in Golden Gate Park at 8:20am. Please sign up as an individual and keep your receipt of payment for the race fees and turn in a copy to Nicole. All team members will be reimbursed for their race fees once they meet their fundraising minimum goal.

3. Create a fundraising page:

<http://www.active.com/donate/teamlarkinstreet09>

This is the official Team Larkin Street online donation page. Click on "Become a Fundraiser" at the top of the page and create your own page to which you can direct your sponsors.

4. Begin soliciting your sponsors

You can start getting your fundraising dollars in now so when training begins you can focus on running. You can begin emailing or mailing your friends, family and anyone in your contact list and enlist them to sponsor you now. For those that do not want to donate online, just collect their cash donation or check made out to: Larkin Street Youth Services and arrange to turn it into Nicole.

Feel free to contact 'Marathon' Matt, MarathonMatt@MarathonMatt.com or Nicole, ngarroutte@larkinstreetyouth.org if you have additional questions.

Welcome to the team! We look forward to running with you!

Best regards,

'Marathon' Matt Forsman and Nicole Garroutte

Overview

Training begins May 9, 2009

San Francisco Half Marathon, 2nd Half – July 26, 2009

Larkin Street Youth Services and Marathon Matt team up for a third year of the extensive and exciting running and fundraising program, Team Larkin Street, culminating in the San Francisco Half Marathon on July 26, 2009.

For 25 years Larkin Street Youth Services, a San Francisco-based service organization, has been helping youth who are living on the streets through no fault of their own. Larkin Street provides them with the full spectrum of support they need, from shelter to medical care to job training, to give them the opportunity they deserve to reach their potential as adults. Proceeds from the fundraising efforts of the Team Larkin Street members will help further the goals of this remarkable organization.

Team Larkin Street - Overview

■ Training

Marathon Matt provides a comprehensive 12 week training program including professionally coached workouts, clinics and seminars. Training begins Saturday May 9, 2009.

■ Fundraising

Each Team member will make a commitment to raise at least \$1,300 to support Larkin Street and our youth. Awards will be provided to all with special prizes to top fundraisers.

■ The Race

On July 26, 2009 Team Larkin Street will compete in the San Francisco Half Marathon cheered on by Larkin Street staff and volunteers.

■ Fun & Benefits

- 2-3 weekly coached run workouts & training schedule
- Technical training shirts
- A \$25 Fleet Feet gift certificate
- 100+ killer teammates to run with! -Social events
- Your own personalized fundraising webpage
- Ongoing support from your coach (Marathon Matt) and Larkin Street staff
- Much more!

To join Team Larkin Street contact:

Nicole Garrouette by email at ngarrouette@larkinstreetyouth.org or phone at (415) 673.0911 ext. 305

For training questions contact:

"Marathon" Matt Forsman at MarathonMatt@MarathonMatt.com

To register for the San Francisco Half Marathon, 2nd Half, visit the race website at:

www.runsfm.com.

Make sure to sign up for the 2nd Half with the start in Golden Gate Park at 8:20am



Coach Bio

Who is coaching Team Larkin Street?

'Marathon Matt' Forsman



Running Background

Matt Forsman has been a passionate runner for over fifteen years. After a successful high school running career, Matt continued to run recreationally during college.

After graduating from college, Matt conquered his first marathon in Anchorage, Alaska.

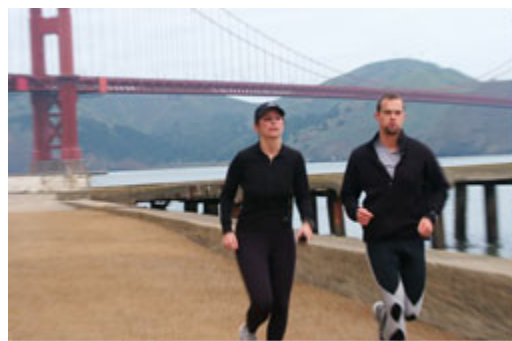
Inspired by his experience in Anchorage, Matt continued to train for marathons posting a PR (personal record) in every subsequent marathon he participated in. Matt has qualified for the Boston Marathon multiple times and currently holds a 2:45 Marathon PR! Additionally, Matt has raced a myriad of half marathons, 10Ks, and 5Ks.

Not content with just achieving his personal goals, Matt sought a way to inspire others to achieve their goals.

Coaching Experience

During his first year of coaching, Matt traveled to Oregon (home of legendary U.S. runner Steve Prefontaine) to obtain USATF coaching certification.

Upon achieving USATF certification, Matt launched a Half Marathon/Marathon training group with the Presidio YMCA in San Francisco. All of Matt's runners successfully completed their respective event.



Matt's coaching odyssey continued when he became Head Coach for Fleet Feet Sports in San Francisco; training runners for half marathons and 12ks. Additionally, Matt coached for the National AIDS Marathon Training Program. Over the course of his coaching career, Matt has helped **THOUSANDS** of runners accomplish their goals!

Interested in empowering individual runners to achieve and exceed their personal running goals, Matt launched 'Marathon Matt-Personal Coaching for Runners!' Matt's runners have completed marathons, posted personal records, gotten into better shape, and perhaps most importantly acquired a love for the sport of running and many continue to run on their own today.

FOR MORE INFORMATION, FEEL FREE TO CONTACT MATT DIRECTLY [VIA PHONE-415-572-4437](tel:415-572-4437)
[OR EMAIL-MARATHONMATT@MARATHONMATT.COM](mailto:MARATHONMATT@MARATHONMATT.COM)



Sample Week of Training

Team Larkin Street Half Marathon Training Program

May 9, 2009 – July 26, 2009

A typical week of training with the Team Larkin Street's Half Marathon Training Program entails 3 days of running, two days of cross-training, and two full rest days.

The philosophy behind the training program is **GRADUAL** progression of mileage and intensity of workouts allowing your body plenty of time to adapt to a gradually increasing workload.

Below is a 'sample' of a typical week of training during the second month:

Date	Distance	Workout
Monday	N/A	B -35 min. crosstrain, I -45 min. crosstrain, A -55 min. crosstrain
Tuesday	3,4, or 5 miles	B-3 miles Easy, I-4 miles Easy, A-5 miles Easy
Wednesday	N/A	B -35 min. crosstrain, I -45 min. crosstrain, A -55 min. crosstrain
Thursday	3,4, or 5 miles	B-3 miles Easy, I-4 miles Easy, A-5 miles Easy
Friday	N/A	REST
Saturday	6,7, or 8 miles	B-6 miles Easy, I-7 miles Easy, A-8 miles Easy
Sunday	N/A	REST

Training Definitions

- B** **B** signifies a 'Beginner' level workout. You are a beginner runner if you've never run more than a few miles.
- I** **I** signifies an 'Intermediate' level workout. You are an intermediate runner if you've run a 5K (3.1 miles) or a 10K (6.2 miles) previously.
- A** **A** signifies an 'Advanced' level workout. You are an advanced runner is you've run a half marathon or marathon previously.

Cross Training Cross training days are a day of exercise other than walking or running. Examples are: cycling, elliptical training, or swimming. The idea is to maintain your current level of fitness while allowing recovery from your previous run workout.

Rest Rest is a very important part of the training program. You will not improve faster by substituting additional runs in place of rest days.

ADDITIONAL TRAINING QUESTIONS/CONCERNS? EMAIL MARATHONMATT@MARATHONMATT.COM

Training Schedule and Coaching Services Provided By:



Fundraising Quick Hits

Team Larkin Street Fundraising Quick Hits!

So...you're interested in joining, but the fundraising has you a bit concerned. \$1,300 seems like a lot of money! Here are a few 'quick hits' that will get you started if not take care of the \$1,300 fundraising minimum entirely:

1. **A Simple Email!**

This literally only takes a few minutes! Simply type up a quick email describing that you're training for a half marathon and part of this training involves raising money for an excellent cause. Provide a link to your personal fundraising page in the email as well. Send this email to family, friends, colleagues, acquaintances, alumni associations, etc. If you can send this email to 100 people and on average each person donates \$10, that's **\$1,000 from a simple email!!**

2. **Company gift matching/sponsorship!**

Many companies and corporations will JUMP at the opportunity to get involved with a program such as Team Larkin Street. In fact, there are some companies who will match your fundraising dollars 1:1! If you raise **\$1,300** via your simple email and can get your company to match this, you're looking at **\$2,600!** It's possible your company might support you in other ways as well-allowing you to advertise what you're doing via internal bulletin boards, emails, etc.

3. **Throw a party/gathering to benefit Team Larkin Street!**

There are COUNTLESS ways to do this. You could simply throw a house party and invite everyone you know. Have a donation bowl/platter in the main area and kindly ask people to donate \$10 or \$20 to the cause. If you can get 50 people to show up, you're looking at **\$500-\$1,000!** If you've already leveraged the strategies above, chances are you will EASILY exceed the \$1,300 fundraising minimum without much time or effort!

4. **Refer to your fundraising strategy book!**

As a participant in Team Larkin Street, you will be provided a COMPREHENSIVE fundraising strategy book that outlines COUNTLESS ways to raise money for the cause. If the above strategies leave you a few dollars short, your fundraising strategy book will help you get there!

5. **Lean on Matt and Nicole!**

At the end of the day, our job is to make sure you make it through 13.1 miles and raise \$1,300! We will do whatever we can to help you get there on BOTH FRONTS! Feel free to contact us if you're having challenges! **MarathonMatt@MarathonMatt.com** or **ngarroute@larkinstreetyouth.org**

Online donations and individual team member fundraising pages

Create your own fundraising page on the Team Larkin Street Online donation page. You can direct your sponsors directly to your page and have them support you by donating online.

Visit: <http://www.active.com/donate/teamlarkinstreet09>

Click on the 'Become a fundraiser' tab at the top of the page and follow the instructions to join active.com and create your own page.

FAQs

Team Larkin Street Overview/FAQ's• **Why should I join Team Larkin Street?**

The more relevant question here is why should you not join! In all seriousness, Team Larkin Street is a fantastic way to get into shape (or enhance your current fitness level), keep your stress levels LOW, and contribute to an excellent cause!

• **I'm not a runner or an athlete....how can you possibly get me in shape to run 13.1 miles?**

Great question. The 12 week training schedule is designed to accommodate for all levels of experience and ability. The philosophy behind the training schedule is one your coach has employed numerous times with a near 99% success rate.

If it's your first time training for a half marathon, no problem! If you are a more seasoned runner, we have workouts that will work for you as well!

• **What do I get for raising \$1,300 for Team Larkin Street?**

You GET the opportunity to contribute to an excellent cause. For more information about Larkin Street Youth Services visit www.larkinstreetyouth.org

Above and beyond this, you get the aforementioned comprehensive training schedule, one weekly professionally coached run workout, clinics and seminars from industry leaders, a technical running shirt, your own personalized fundraising webpage, reimbursed event registration (upon meeting the fundraising minimum), discounts at local sporting good stores, and ongoing support from your coach (Marathon Matt) and program representative (Nicole Garrouette).

• **How the heck can I raise \$1,300!?!? (HINT-See the Fundraising 'Quick Hits' document!)**

\$1,300 may 'seem' like a lot, but if you think about it you can actually raise most of this money without too much effort.

#1-Send an email to all your friends, family, colleagues, acquaintances, etc. Tell them what you are doing and provide them a direct link to your fundraising webpage where they can make contributions. Assuming this email is received by 100 people and each person donates an average of \$10/piece, that's almost \$1,000!

#2-Most companies/corporations do some kind of dollar/gift matching. Explore this possibility (or some other form of sponsorship) with your manager and/or your human resources department.

#3-Throw a simple dinner party inviting as many people as you like and request that all who attend drop \$20 in your Team Larkin Street donation bowl. Better yet, request \$15 per course. If you have a salad, entrée, and dessert, that's a decent chunk of change!

With these 3 simple strategies, you should be able to raise most (if not all) of the money you need. Additionally, your coach and program representative will provide tips, advice and support throughout the duration of the program.

• **When is my \$1,300 due?**

Ultimately, you **MUST** have the full amount (**\$1,300**) raised by **July 26, 2009**. If the full amount is not raised by this date, you may choose to make a donation to reach the minimum (**\$1,300**). **All contributions processed by Larkin Street Youth Services are non-refundable.**

There is two other dates to be aware of as well:

-Monday, June 15, 2009-at least \$400

-Monday, July 13, 2009-at least \$900

• **Where do my fundraising dollars go?**

Your fundraising dollars go directly to Larkin Street Youth Services in San Francisco, a non-profit committed to creating and providing a continuum of services that inspires youth to move beyond the street.

• **OK! I'm ready to go! How do I sign up?**

Register online at: http://www.active.com/page/Event_Details.htm?event_id=1654905&assetId=3de8888d-c0b2-4b77-9fe8-c6120d99e14b

Once you fill out the required paperwork, you're good to go! We will provide you with a fundraising strategy workbook, a training overview document, and instructions on how to set up your fundraising page! You can start raising money immediately!

We're so happy to have you on board!

FOR ADDITIONAL TRAINING QUESTIONS/CONCERNS, CONTACT MATT at MARATHONMATT@MARATHONMATT.COM .

FOR REGISTRATION/FUNDRAISING QUESTIONS, CONTACT NICOLE at ngarrouette@larkinstreetyouth.org