



# Participant Handbook

Dear Athlete/Stakeholder:

Congratulations and welcome to the IDA movement! You are joining a group of International Dyslexia Association leaders and activists who are focused and consumed with creating a world where everyone can read! We thank you for your dedication to this important cause and look forward to providing you with all of the support, assistance and materials necessary for you to achieve **your dream**, whether you are competing in an endurance marathon or half marathon event or you are striving to do all you can to support a local fundraising event in your community. Together we **will** advance the important cause of ensuring all teachers are prepared in Structured Literacy™ as we strive toward universal literacy!

The most dramatic progress in our world is always achieved by courageous people assuming risk, taking very big steps and beginning an important quest. It has always been that way and it always will be. The first step of your marathon or half marathon will be that extraordinary step toward creating a world where everyone, regardless of reading differences, has equal access to opportunity and the ability to create more robust lives.

You have made a very significant commitment to train vigorously, achieve a goal that is personally important to you and raise important funds that will change hearts, minds and lives. We will support you on every step of your quest – until you cross that finish line, reach your fundraising goal and realize that you have helped advance the IDA movement!

As you begin your journey with TeamQuest please keep in mind that you will be touching thousands of people's lives in an intimate and poignant way. Because of your actions their lives **will be better**.

Good luck on your amazing quest!

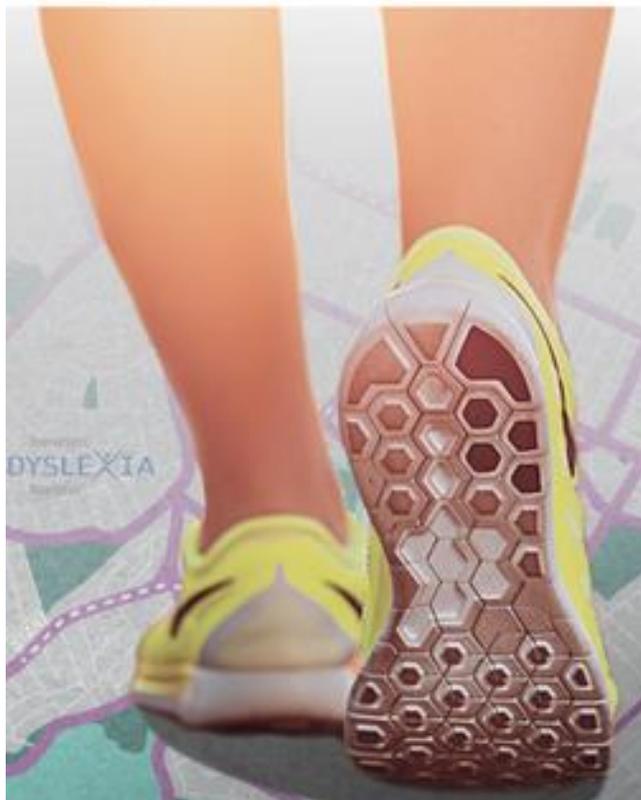
With warmth and appreciation,



Rick Smith  
Chief Executive Officer

# TeamQuest ...

UNTIL EVERYONE CAN READ®



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# International Dyslexia Association

The International Dyslexia Association is a movement of people focused on creating a better future for every individual who struggles with dyslexia and other reading differences resulting in a richer, more robust life and the access to tools and resources when and where they need them.

There are between 30 and 40 million people in this country and an estimated 1 billion people globally that deal every day with the challenges and frustrations of reading differences. It is a problem with world-wide implications impacting the evolution of learning/education in every country.

The International Dyslexia Association is on a quest to improve world-wide literacy and to achieve that important quest; we are impatiently focused on the following areas:

- **Embed structured literacy™ into every educational and teaching environment and assure that everyone has the opportunity to learn to read.**
- **Assure that everyone knows what dyslexia is, how many lives it impacts and what that impact looks and feels like.**
- **Provide resources and assistance to every child, family or adult dealing with dyslexia and meet them at their immediate point of need.**
- **Assure that school systems have access to training and teaching resources and tools so that they can touch more students' lives through better teaching.**
- **Educating public policy makers about their collective responsibility to join this quest and change our policy and regulatory educational environment.**

## Contact Us

The strength of the International Dyslexia Association is grounded through our nationwide and global network of branches and partners. These leaders are volunteers, staff, parents, educators, families, donors and TeamQuest participants who have made the paramount decision to do whatever is necessary to advance this important cause. To learn more about IDA opportunities in your area visit, [www.dyslexiaida.org](http://www.dyslexiaida.org).

Your TeamQuest manager is also a good resource for mission related information to support your fundraising messaging.

# Fundraising

TeamQuest participants fundraise thousands of dollars to support individuals struggling with dyslexia and other reading differences. This commitment may seem daunting; however with effort and enthusiasm most participants exceed their fundraising expectations helping the International Dyslexia Association meet its goal. This guide presents some of the basics for fundraising and offers suggestions for getting the word out in your community. All of the ideas can be modified based on interests and fundraising goals so don't be afraid to get creative. Here are some fundraising tips to help get you started.

## 1. CREATE YOUR PERSONAL FUNDRAISING WEBPAGE

**This is the first step. It's easy and it's a great way to raise funds. Do this within the few days of registration.**

When you registered with TeamQuest, a personal fundraising page has already been created for you. You can use this site, add your own photos and messaging; then email your contacts a link to your site and watch the dollars start coming in! It is fun and simple to do, and the TeamQuest staff is available to assist you with setting up your webpage. **Respond to the welcome email from the staff to set up your first call and set up your page!**

You can broaden your donor circle through email. It's fast, saves time and reduces your out-of-pocket mailing expenses.

## 2. LETTER WRITING CAMPAIGNS

Another great way to raise big bucks is a letter-writing campaign. *(See examples of letters on page 10)*

Letters and email campaigns are the most effective fundraising methods. These are the best way to broadcast your online fundraising webpage. Email and letter writing are effective because **1. Asking is the key to fundraising** and **2. People give to people.**

### Keys to Success-Letter writing

- Write personal letters to your family, friends, and co-workers and let them know how dyslexia has impacted your life. Balance fact with feeling. Include what TeamQuest is; why you are involved and what it means to you; where and when the event you are training for is and where the money goes.
- The bigger your mailing list the more money you will raise. Send letters to: Your personal address list (holiday list, party list, school and civic organization lists), your personal circle of influence (doctor, lawyer, dry cleaner, hairdresser, grocery store manager, favorite restaurant etc.) and/or to vendors or clients.
- Make it easy for people to donate, if they are unwilling or unable to donate to your online fundraising page, consider including a self-addressed envelope (stamped or not) in the envelope when you mail the letter. Use a colored envelope or card size to make it stand out from business mail.
- Don't limit your donors, but ask for a specific range. Ask for \$20, \$50, \$100 or whatever their budget will allow.
- Personalize your letters by handwriting on the letter "Hope you can support me" or another personal message.
- Send a Thank-You to everyone who responds immediately upon receiving their donation.

# Fundraising cont.

## 3. WORKPLACE FUNDRAISING ACTIVITIES

Organize these fun activities to raise funds at your office. Here are some examples, but don't limit yourself...be creative!

**Dress Down Days:** Arrange with your employer for a Dress Down Day. For a donation of \$5 to your TeamQuest campaign co-workers can wear more relaxed clothing to the office.

**Coin War:** Place jars in the office for "extra change" and have departments compete to raise the most money.

**Drawing for Prizes:** For a \$5 donation, donors are entered into a drawing to win prizes like casual days, prime parking spots, free lunch, gift certificates etc.

**Food/Beverage Sale:** Sell cookies, donuts, bagels, popcorn, muffins, hot dogs, pizza, ice cream, candy etc.

**Relaxation Day:** Bring in a massage therapist to perform neck and back massages for a donation to TeamQuest.

**Car Wash:** Hold a car wash in the office parking lot for donations.

**Jail a Manager:** Place a member of management "under arrest" charging \$1 a minute to keep him/her in jail. Manager can pay a "fine" to get out of jail.

**Meeting or Workshop "Etiquette Rules":** Fine co-workers a \$1 donation to TeamQuest for arriving late, not turning off cell phones or having side conversations during meetings.

## 4. MATCHING GIFTS

TeamQuest has a list of more than 200 companies that match donations. If your donors or your company has a matching gift program, that's an effective way to double your fundraising efforts. Keep track of your donors who work for large companies and remind them to submit for a match by checking with the human resources department to obtain matching gift forms. This form is usually online.

## 5. TEAMQUEST TUESDAY ONLINE NEWSLETTER

Every Tuesday you will receive an email with fantastic fundraising ideas and incentives. Staff is always ready to help you maximize the ideas that will work best for you.

## 6. MORE FUNDRAISING IDEAS

Below is a list of Fundraising Ideas to help you meet your individual fundraising goal. Be creative and have fun!

- Plan a **TeamQuest game day** fund-raiser for your favorite pro or college team. Provide the TV, popcorn and beverages. Ask everyone to throw \$10 into the "pot" when they come to your house.
- Invite friends over for a **big televised sporting event** (ie: Superbowl, Playoff game, etc.). Provide chips, veggies, dip – and maybe even a themed-shaped cake. Ask everyone to throw some money into the TeamQuest "pot."
- Throw a **TeamQuest tailgating party** at your college. Have everyone meet up in the on-campus parking lot with a pot-luck dish. Tell them about your fundraising goal and pass the hat.
- Host a **"premier" party** for your favorite show!
- Throw an **Emmy's or MTV Awards Party**. Create related quiz questions for goofy/inexpensive prizes (i.e. Tub of licorice, box of Swedish Fish, Starbucks gift card).
- **TeamQuestfest Party**. Cook up some bratwurst and potato salad. Ask folks to bring their beverage of choice and \$10 for your TeamQuest fundraising efforts.

# Fundraising cont.

- Plan a **hayride, bonfire** or **apple-picking party**. This is a great way to get kids involved in the event!
- Ask your **yoga, pilates, tennis, swim, dance instructor** to teach a class designed specifically to raise money for IDA via your TeamQuest efforts. Charge \$20 per person for this special class. Offer dyslexia facts and share the impact they can have by supporting you! Have everyone sign-in with name and email, and the instructor gets to keep the contact list.
- Get a **percentage of sales** from your favorite fitness center, hair salon, coffee shop, pizza place, etc. Ask them to donate \$1 or \$2 from each transaction over the course of a weekend or a few week days. Share your story with the local press to get your favorite place some extra positive media attention.
- Host a **miniature golf tournament** at the local course. Ask them to donate the space and charge \$10 per person. Have the local ice-cream and/or pizza store donate coupons for prizes.
- For your **birthday** or **anniversary** ask your friends to keep the cards and gifts, and instead make a donation to your TeamQuest campaign.
- Offer to **run “In Honor” of someone**. Create your own Honor Role list that you can pin to your singlet on race day. Suggest a donation range. Have someone take a photograph that you can circulate to your donors.
- Arrange a **neighborhood garage sale**. Ask everyone to donate items. Get the local paper to place a small ad on your behalf. Don't forget to put out a donations jar – for those folks who stop by and don't purchase anything.
- Organize a **spaghetti dinner** or **potluck** in conjunction with your school, work, faith-based or neighborhood organization. Have friends and family in charge of the cooking. Charge an entrance fee. Place donation forms on all of the tables.
- Host a **wine-tasting party**. See if your local wine store will donate wine and/or send someone to share fun & interesting wine facts. Ask your local grocer to donate cheese and crackers.
- Sunday Game Day. Not football – **board games!** Trivial Pursuit, Pictionary, Scrabble, Monopoly, Life, Connect Four, Battle Ship. Ask for an afternoon donation or charge per game. Give inexpensive or silly prizes to winners. Provide soft drinks and chili.
- **Arrange a Fitbit Step Challenge** – Create a Fitbit Step Challenge, with friends and family making a donation to your TeamQuest fundraising efforts!
- **Bowling Alleys** make great family-friendly fund-raising parties. Ask for donated or discounted lanes, and charge a set fee at the door. You can provide light snacks, and have the Bowling Alley make money off of their lunch concessions. Invite neighbors, family, work buddies, college friends and more.
- Go to **your gym** for support. Ask them to donate a one, two or three-month free membership. You can use it as a raffle prize for anyone who donates to you or your team.
- Ask your **grocer** or **gas station** if you can put a jar out to collect spare change.
- Host a **neighborhood bake sale**. Ask all of your friends and family to participate by donating items for the sale.
- Set up a **table outside of your gym** and ask members to support your team and fundraising efforts.
- Put a TeamQuest pledge sheet in your **office lunchroom** or **the door to your office**.  
Make sure you include a brief explanation of what you're doing for the International Dyslexia Association!

# Fundraising cont.

- Throw a **pancake party**! Ask your local grocery store to donate the mix and juice. You can give them publicity by creating thank you cards to be placed on the tables.
- Start a **silent auction**. Have local businesses donate gift baskets, gift certificates or other items. This could be anything from coffee coupons to manicure certificates to an afternoon of home-cleaning. Local coffee houses or bars have been known to lend space, in return for them keeping the food/drink proceeds. You might even persuade them to donate a percentage back to the IDA!
- Pay for **Jeans Day** at work. Craft a proposal to your boss or HR department asking them to allow Friday Jeans Day (Or Monday, Tuesday, etc.!) in return for a donation. You can decorate your office, door or desk in advance. Create a thank you flyer for your donors. Don't forget to tell everyone how much you've raised!
- **Share your story on social media**. Tell people why you chose to support TeamQuest. Share updates regularly. Be sure to include the link to your online fundraising page.
- Get your **church, synagogue or faith-based place of worship** involved. Ask if you can speak to the congregation. Or see if you can set up an information and donation table after services. Providing vital information about dyslexia is a fantastic service that you can offer to your faith-community.
- Host a **knitting night** at your local fabric/yarn store or in conjunction with an area knitting group. Offer lessons to new-comers, snacks and IDA facts. Charge a flat fee per person. This works for quilting, too!
- **Use your passion!** Host a clothing or comic book swap. Baby sit. Pet sit. Proofread and edit resumes. Mend clothes. Food shop or run errands. Anything goes!



## Sample Fundraising Emails or Letters

Enclosed in this handbook are example letters that can be used to solicit fundraising support. Remember that these are only examples; often the most effective way to fundraise is to tell your personal story of how dyslexia has affected your life or the lives of someone close to you. TeamQuest Athletes and Training For Teacher participants honor family members with dyslexia by sending personal letters and including pictures on their fundraising webpage.

*TeamQuest... until everyone can read!*

# Sample Letter

## SAMPLE LETTER TO RAISE FUNDS

Send to family members, friends or coworkers to encourage them to donate to your fundraising efforts!

International **DYSLEXIA** Association®

**TeamQuest ...**  
UNTIL EVERYONE CAN READ™

*(Date)*

*(Name)*

*(Address)*

*(City, State, Zip Code)*

Dear *(Name)*,

I am excited, and a bit nervous, to announce the on *(Event Date)*, I will compete in the *(Event)* for TeamQuest to raise funds and awareness for the International Dyslexia Association (IDA) – the nation’s leading nonprofit organization dedicated to dyslexia research, education and support services. My personal goal is to raise more than *\$(Fundraising Goal)* for this worthy cause.

Dyslexia is often undiagnosed or misunderstood. Here are some compelling statistics:

- 15-20% of the population is affected by dyslexia.
- Dyslexia is a language-based learning disability that occurs in people of all backgrounds and intellectual levels.
- Dyslexia runs in families; parents that have dyslexia are very likely to have children with dyslexia.
- Early identification and treatment is the key for success in school and life!

An estimated 1 billion people globally are living with dyslexia. **The International Dyslexia Association (IDA) is dedicated to serving children and adults with dyslexia and all who struggle to read... because reading changes lives.**

IDA supports research, education, and advocacy for people living with dyslexia and aims to meet every individual and their families at their point of crisis to provide the resources they need.

You can support my efforts by making a tax-deductible contribution to the International Dyslexia Association:

- Donate online at *(insert link to personal fundraising page)*, or
- Mail a check to: **IDA, 40 York Rd, Suite 400, Towson, MD 21204**

With your help, we will fund important work and raise awareness of dyslexia. If you have questions about TeamQuest or the work of the International Dyslexia Association, please do not hesitate to contact me. Thank you in advance for your support!

Sincerely,

*(Your Name)*

## SAMPLE LETTER TO RAISE FUNDS

### *First Time Marathoner*

Send to family members, friends or coworkers to encourage them to donate to your fundraising efforts!

# Sample Letter

International **DYSLEXIA** Association®

**TeamQuest...**  
UNTIL EVERYONE CAN READ™

*(Date)*

*(Name)*

*(Address)*

*(City, State, Zip Code)*

Dear *(Name)*,

I am very excited to announce that I will be training for my first marathon. I will compete in the *(Event)* for TeamQuest to raise awareness and funds for the International Dyslexia Association (IDA) – the nation’s leading nonprofit organization dedicated to dyslexia research, education and support services.

Did you know that there are 1billion people globally living with dyslexia? Dyslexia is a language-based learning disability that impacts the ability to learn to read and occurs in people of all backgrounds and intellectual levels. The money I raise will support dyslexia research, education and advocacy for individuals living with dyslexia and their families. Participating on this team is not only motivating and fun, but it gives me a wonderful feeling to dedicate my training to such a great cause. My connection to the cause, and to the children and families in need of help, will make my run an even greater accomplishment.

I have set a goal to raise \$*(Fundraising Goal)* before race day but I need your help to get to the finish line. Through the generosity of my friends and family, I know I will succeed. Please consider making a contribution by visiting my online fundraising page *(insert link to personal fundraising page)* or by sending a check made out to the International Dyslexia Association. You can use the enclosed stamped envelope to send the donation back to me. Don’t forget to ask your employer if they have a matching gift program, another way to help me reach my goals.

Be on the lookout for updates and stories throughout my training and thank you in advance for your support.

Many Thanks!

*(Your Name)*

# Endurance Training

Our training program is designed to guide runners of all ability levels and experience to a successful and healthy race. Remember, there is no “one size fits all” program that works for everyone. Read the information carefully and don’t be afraid to ask questions.

You are about to embark on a very special and exciting endeavor. Keep your training fun and you are sure to have a wonderful and successful marathon experience. Enjoy the experience!

Beginners are often concerned about what is the best way to train for a race, and are worried that if they miss one run they won’t be ready on race day. This is not the case. Distance race training is a process that takes months, and must be tailored to each individual. Each runner will be dealing with different variables such as work commitments, family obligations, travel, and time to train. One trap that many new runners fall into is comparing themselves to other runners. Using your teammates for company and inspiration is encouraged and expected, but don’t vary from your plan just because someone else is doing something different.

When you begin your training, the first step is to come up with a plan. The suggested training programs that we provide should be used as a template for your training. Ideally, if you could follow these exactly without any soreness or changes, you would be ready to go on race day. In reality, we realize that things like weather, holidays, work, and pain can make following the schedule exactly near impossible. A good start is to figure out how much time you will be able to commit to training each week. From there, you can take the runs from the template and plug them into your availability. If you are struggling with a plan, feel free to contact our staff for suggestions.

## BEFORE YOU START

### DOWNLOAD THE RUNCOACH APP

Teamquest provides all runners with runcoach, the app for your phone, tablet or computer. It will personalize your training plan, modifying and increasing your workout until you are ready for your half or full marathon. Your download information is in the “welcome email”. Contact staff for questions and assistance.

### THE PROPER RUNNING SHOE

As with any activity, proper equipment will help you perform better, make you more comfortable, and help you avoid injury. A proper running shoe – one that is in good condition, fits your foot, and is constructed for the shape of your foot – is a must when training for a race. Running shoes wear down and lose their shock absorption after approximately 300 miles of wear. It is important to keep your shoes in good condition and purchase new shoes when the old ones wear out. Having two pairs of shoes and alternating the days you wear them can help to maintain shock absorption for longer periods of time. Also, your running shoes should be kept only for running. Wearing them around during other daily activities will drastically shorten their life.

### ROAD SAFETY

When running on the roads, always be aware of what is going on around you. Assume that drivers can’t see you, or aren’t expecting you to be there. When crossing in front of a car, make sure that you make eye contact with the driver before you cross. It is much safer to wait a minute or two than to run in front of cars just to keep your run going. Remember that drivers will have a harder time seeing you at night or in bad weather, so wear light colored clothing and reflective gear in these conditions. Purchase reflective clothing, run on well-lit sidewalks or paths when you are able. When running in groups don’t crowd up and overflow into the road. For safety reasons, it is not recommended to listen to music while running on major roads and be sure you can always stay aware of your surroundings. It’s always smart to run with some form of identification as well as money for a taxi, bus, or subway in case you encounter a problem along the way.

As a TeamQuest athlete, you are an ambassador for our organization. Please follow all traffic laws as a pedestrian and be courteous to drivers. Not only is this proper running etiquette, but it is also a very important safety precaution.

# Endurance Training cont.

## PHYSICAL CONDITION

A small percentage of runners sustain cardiac events (i.e., heart attacks). Although it has been proven that the cardiac benefits from running far outweigh the risks, you should consult your doctor prior to training if you have any of the following risk factors:

- Over 40 and have not recently had a physical exam
- Over 40 and overweight
- High blood pressure, high cholesterol, smoking, or a sedentary lifestyle
- History of heart disease, stroke, or diabetes or significant family history of heart disease
- History of asthma or respiratory disease
- Presently feverish or sick with a virus or a respiratory infection
- Runners with previous hip, knee, ankle, or joint injuries, or people with arthritis may not be good candidates for a running program.

## CHANGES...

As your training progresses, there will be many physiological changes that take place. To a certain extent, all of them will happen with any amount or type of training. However, in some cases, specific training routines will target a particular effect.

Your cardiovascular system will improve. Your heart muscle will become stronger and capable of pumping more blood with each stride. Your arteries and veins will widen, and the capillaries which deliver the blood to your muscles will become more numerous. One definition of fitness is being able to perform the same amount of work with less effort. This might be measured with a chart of heart rate vs. running speed.

Your skeletal system and connective tissue (bones, tendons, ligaments, and cartilage) will also change. With proper training and nutrition, bone density should increase, and tendons and ligaments become stronger. However, the cardiovascular system adapts more quickly to running distances than the musculoskeletal system. Your heart and lungs may be capable of handling longer distances **before** your bones and joints are. What does this mean? You may be tempted to increase your distance by too much per week because you are no longer breathing heavy on a long run, but this will put you at risk for injury because your joints will not be able to take the additional stress.

Your muscle mass may grow slightly in the areas that get used in running. The types of muscle fibers will shift from a ratio that favors fast-twitch fibers (useful in short-burst activities) to slow-twitch fibers (useful in endurance activities). Your muscle cells will develop more mitochondria, which transform sugars into chemical energy. Your muscles will become better at functioning when lactic acid (a bothersome byproduct of anaerobic exercise that causes cramps) is present. You may see an overall decrease in body fat and become leaner.

Your liver will become trained to store more available sugar (in the form of glycogen) to be ready to supply this for extreme long distance events. Most people have an available store of 1,800–2,000 calories of sugar in their muscles, bloodstream, and liver when they're rested and well fed. However, running as an activity burns approximately 110 calories per mile. So you can see that any distance over 20 miles demands more energy than is on hand. When this supply is depleted, that is known as "hitting the wall" or "bonking." Successfully stretching the long run over a period of weeks can train your body to store more available glycogen.

Your neuromuscular system will improve as well. This is the relationship between the brain's signals and the muscle's actions. Your breathing patterns will become second nature, and your overall form will streamline itself into an efficient stride for your body. In some cases, you may fall into bad habits with form that need to be corrected, but for the most part your brain and muscles will act together unconsciously for a smooth running form.

# Endurance Training cont.

## **NUTRITION**

Nutrition is an important component of your training program. There will be foods that you crave, foods that won't settle right before you run, and foods that you may need more of. As you go through the cycles of training, your appetite will be affected as well. Don't just eat a meal because it's what you have always done, don't force yourself to eat more if you are full, and don't be ashamed to have seconds if you are still hungry. Your body knows what it needs, so listen to it. Make sure you are having a mix of all nutrients during your training. You need protein in your diet to repair your muscles after each run. Carbohydrates, as well as a healthy amount of fat, will give you much needed energy for your daily runs.



It will be important to start each long run with a full store of glycogen available. Fasting or skipping a meal the day before a long run is a surefire way to “bonk” at mile 5, thereby ruining the run. It is a good idea to eat a full meal with lots of carbohydrates the night before each long run.

You will also need to think about nutrition during longer runs so practice what products will work for you during runs. During early long runs, bring along the foods and substances that you think might work. If they cause problems, you can find an alternative. Some runners use foil packets of sugar gel specially marketed to endurance athletes, some use jellybeans or candy. It is important to test them to make sure your stomach can be happy consuming these on the run. This way, when race day comes, you will have products ready to use that you know work for you.

## **FLUID REPLACEMENT**

Hydration should be a constant process while running. To stay properly hydrated, get into the habit of carrying around a water bottle throughout the day to sip from. Sports drinks are proven to be effective at replacing the water and other substances your body needs for long distance running, but can sometimes be very sugary. Many runners will water down their sports drinks if they plan to use them during longer runs. It is important to test out what works for you prior to race day.

Being well hydrated helps muscles, and connective tissue stay flexible and elastic, and helps blood circulation move oxygen and nutrients well throughout your body. Dehydration can cause decrease in performance and in serious cases can threaten health. Most runners who end up needing medical attention at a race tend to be dehydrated and need IV fluids—don't let this be you.

Although dehydration is much more common, the opposite can be a problem sometimes too, especially on very warm days where runners perspire a lot. It can endanger your health to consume too many fluids. This condition is called hyponatremia – a loss of electrolytes and failure to replace them can threaten normal muscle and kidney function. The best rule is to let thirst be a guide – don't drink too much or too little.

# Endurance Training cont.

## AS YOU GET GOING

A great majority of all running injuries are due to overtraining (running too many miles too quickly) or ramping up too fast (running too many miles too soon in the season). These injuries can, and should, be prevented. Please pay close attention to the injury information in this guide. We want you to enjoy yourself and complete the race successfully. Remember the following when starting a running program:

Individuals who have been exercising indoors on non-weight bearing equipment (e.g., a bike or elliptical machine) should be careful. They may be aerobically fit, but their musculoskeletal system needs to adapt. Certain muscles that are used in running are not used in other activities, and vice-versa. Cross training is particularly important in this case. Gradually increase running time and decrease time spent on an alternate activity. A 10% per week increase in mileage is considered safe to allow the musculoskeletal system time to adapt. Do not increase speed and distance at the same time and avoid running hard on consecutive days.

Regular stretching and strength training programs can help to avoid injuries and train safely.

It is a smart idea as the training program progresses to plateau or decrease mileage every few weeks to allow the body to get used to the increased stress. Many successful training plans recommend increasing for two weeks and then decreasing for the third week. This idea is known as “ratcheting” your training. Continuously increasing mileage week after week is a big injury risk.

## PACING AND TYPES OF RUNS/WORKOUTS

One word that a runner always hears is “pace.” This is simply how fast you are running at any given time. The most important time this comes into play is race day. You want to make sure you are running the correct pace in order to reach your goal time. If you go out running too fast, then you will run out of energy before you finish. If you go out too slow, you will feel like you have too much energy left at the end.

Your pace of everyday runs is very important as well. If you run every day at race pace, you will find that after a few weeks you will be too tired to run and unable to train. Your everyday runs should be at a comfortable pace; about 1–2 minutes per mile slower than what you want to run the race in. If you don’t know what that is, then your everyday runs should be at a pace at which you are able to have a conversation with someone who is running with you. You should be breathing hard, but not hard enough that you can’t speak.

Other workouts during the week (tempo runs, speed workouts, etc.) will either be at race pace or faster. These are important runs to do because they will strengthen your body and increase your efficiency at that cadence. In these workouts, there will be times when you will be breathing too hard to say more than a few words at a time.

The TeamQuest training program will allow you to gradually increase your volume of running so that you will be running four to five days by the end of the training cycle. In addition, you will be comfortable running for long periods of time, and you will feel ready and confident as you take the line on race day. The training consists of varying distances and paces of running. You will have some hilly runs, tempo runs, long slow distance runs, and some faster running.

# Endurance Training cont.

## WARMING UP AND STRETCHING

Warming-up and stretching increases circulation and muscle flexibility. The first five to seven minutes of a run should be at an easy pace in order to warm-up muscles and joints.

Stretch lightly before you run to prepare your muscles for the work. Some runners even run an easy five to ten minutes before stretching so they are warmed up. It is imperative that you stretch well after you run. This will work out any kinks you may have and help your muscles recover from the work you put in. It also helps your training to stretch periodically throughout the day when you are able to. Move into the stretch slowly and don't push beyond your range. Hold each stretch for 10–30 seconds, but not to a point where the stretch is painful. Key areas to stretch are your hamstrings, calves, lower back, hip region, quads, and groin.

## LONG RUN

The long run is the most important part of your race preparation. These are usually weekend runs that are the longest run of the week, and are done at a pace from 45–90 seconds/mile slower than a goal marathon pace. These will get your body (and mind) used to running for long periods of time.

The long run will serve one purpose in the early part of your training and a second purpose later on. Early, you are developing muscles and creating slow-twitch fibers to get used to running for extended periods. Later on, when the long runs get over 17 or 18 miles, you are training the energy storage systems in your body to store more glycogen to keep you from “bonking”.

## CROSS TRAINING

Running puts a unique stress on the body because of the impact of the foot hitting the ground. This is why cross training is important to maintain fitness and avoid injuries. Cross training:

- Helps add variety to your program
- Strengthens muscles that may not be used during running, but may help your performance.
- Helps maintain fitness if you are injured and unable to run on the roads.
- Dramatically reduces injury rate.
- Adds variety to your regular workout program and strengthens weak links.
- Allows for training on days you are not running or while recovering from injury.

Cross Training should be built into your schedule to allow you to recover effectively from your other runs. The guideline for cross training is to choose an activity that is low impact, but works your heart in the same way (i.e. elliptical, swimming, and biking). You should then cross train for the same amount of time that you would have run that day. For example, if you were supposed to run for 45 minutes that day, cross train for 45 minutes.

## REST DAY

Rest Days are just as important as your running days. These days allow your body to recover from the stress you are adding during training. It is important to rest, even if you are feeling healthy and injury free. The days you take for rest should be specific to your schedule and what makes you rested and recovered.

# Endurance Training cont.

## SPEED/HILL/INTERVAL TRAINING

Many runners incorporate a regular speed, interval, or hill training workout to their program once a week. These are shorter workouts at greater intensity that build power to help improve your time and allow a slightly faster pace during long runs. You can do speed training on the roads or on an indoor or outdoor track.

All three of these workouts should have a warm-up period and cool down period. This is usually about 10 minutes at the beginning and end of each workout done at an easy jog, or long run pace.

Generally speaking, speed training involves short periods (1 minute to 3 minutes) of high intensity running, followed by equal or longer recovery periods. These are repeated from 12–30 minutes of intense running. These workouts are usually geared more towards the 5k or 10k athlete than towards the marathon runner, as they specifically train the muscles to become stronger.

Hill training is similar to speed training, except that you run hard up a 200 meter to 400 meter long hill, and then turn around and slowly jog back down. This also works on muscle strength.

Interval training consists of slightly longer repeats with less rest in between. These are usually done at goal 5k pace, or the speed at which you could run steadily for 20 or 25 minutes. This usually is also the slowest speed that causes you to reach your maximum heart rate (MHR). Duration of the fast running here is from 3–7 minutes; with the rest for these is usually half the duration of the running portion. Total amount of faster running here is from 25–50 minutes. These specifically work on the cardiovascular system.

## TEMPO RUN

A tempo run is another specific form of training. This is a run of between 20 and 40 minutes done continuously at an aggressive pace that is faster than marathon pace, but slower than the interval workout pace. This run should be done at what is known as the “lactic acid threshold”, which is the exact point at which tired muscles are creating lactic acid at exactly the same rate as the blood circulation can whisk it away. For most people this is your half-marathon race pace or the pace at which you could run for 1–2 hours. Tempo runs are more effective with a warm up and cool down jog, but if the weather is warm and you’re pressed for time can be done alone.

## RACE PACE RUN

This is a midweek run of 6–12 miles, or 50–90 minutes done exactly at race pace. This should be slightly faster than the pace of the everyday runs or recovery runs. Gentle hills can be incorporated into these. The important training point of these is to mentally learn how your marathon pace feels so that it is comfortable and natural feeling to you. That way, on race day this pace will feel like a worn groove that you settle into.

# Endurance Training cont.

## STRENGTH TRAINING

It's helpful to incorporate some degree of strength training into your program. When training it is recommended to focus on quadriceps, hips, hamstrings, calf and shin muscles, lower back, and general upper body. Increasing strength in these muscle groups will help support joints and prevent injury.

Perhaps the most important strength training you can do is core training. Core training includes exercises that work your abdominal and back muscles. The stronger you can make those muscles, the more stable and efficient you are running. This means you will not waste energy along the course. There are a variety of exercises that can be used for this including yoga, Pilates, and crunches.

If you lift weights, you should lift with endurance in mind. This means doing more reps (10–15) at 65–75% of your max. This will give you tone and endurance, but won't add excessive muscle mass (which is heavier).

These exercises are recommended to promote and enhance your running performance:

- Hamstring exercises improve strength, and are important for injury prevention.
- Quadriceps exercises are extremely beneficial to intercept forces heading for the kneecap and keep the kneecap in groove.
- Toe taps are helpful in preventing shin splints.
- Upper body strengthening helps to maintain good posture while running.
- Abdominal and lower back conditioning exercises are important to reduce the risk of injury to this area.

## IF YOU STUMBLE

You are embarking on a journey that puts a great deal of stress on your body. Luckily, your body adapts to increased physical stress by getting stronger. This is also true of your heart, muscles, joints, ligaments, and bones. Understanding injuries, how they occur, and how to treat and prevent them will help you stay healthy and maximize your performance.

Keep in mind that the body cannot adapt to unreasonable demands. If you surprise it by unrealistic increases in exercise intensity, duration, or frequency, you will pay a heavy price. You can train hard; however, if you over train, you will not get stronger – you will get hurt. In a mild case, you might have some frustrating down time. In a more serious case, you may miss the race, or even worse, develop a chronic injury.

## RETURNING TO RUNNING AFTER AN INJURY

Don't panic! Injuries are not life threatening, although some may feel that way. Studies indicate that up to fourteen days of rest from activity will not cause a significant decrease in training effect. However, the same studies show that after eight to ten weeks the loss is 80–100%, and that fitness is lost two to three times more quickly than it is gained. Therefore, the runner will require two to three days of activity to make up for each day lost.

### After two weeks off:

- Start at one-half of the pre-injury distance.
- Alternate running days with cross training days.
- Slowly build to pre-injury levels over two or three weeks.
- Back off if any pain persists.

# Endurance Training cont.

## After more than two weeks off:

- Walk briskly for 10 minutes to warm up.
- If you are pain free, alternate walk-jog, starting with three minutes walking and one minute jogging.
- Begin with a 16-minute workout.
- Cool down by walking for 10 minutes.
- Gradually increase running time and decrease walking time. Increase running time 30 seconds each session.
- When you can run 16 minutes **WITHOUT PAIN**, slowly increase running time.
- Increase running time by no more than 10% per week.
- Alternate running days with cross training days.

If you have any pain, **STOP RUNNING!** Please contact a health care professional if you have questions or problems.



## AS THE RACE APPROACHES

### TAPERING

Tapering is cutting back on your training in the 2–3 weeks before your goal marathon allowing tendons, ligaments and joints to recover from months of high intensity training. With distance training, particularly long runs, there are microscopic breakdowns in muscle tissue. The tapering period allows this damage to heal, letting you perform at 100% on marathon day.

The training programs that we provide already have a taper period built into them. Make sure you don't overdo it during the last few weeks. That time is your chance to rest up and prepare for race day.

## POST-RACE RECOVERY

Take care of your body after the race to speed recovery. Continue to eat right, hydrate properly, and get plenty of rest. In terms of exercise, light biking is recommended for one week after the marathon. You can begin to work in shorter, easy runs in the weeks after your race, but you should allow one month before beginning to train heavily again.

# Frequently Asked Questions

## HOW CAN I JOIN TEAMQUEST?

Visit [www.teamquestdyslexia.org](http://www.teamquestdyslexia.org) and find the event you would like to participate in. Follow the instructions to register and be sure to keep track of your login and password so that you can access your “Participant Center” to solicit donations and check on your fundraising progress. Be sure to register right away so you can begin to reach your fundraising goal.

## IS THERE A MINIMUM FUNDRAISING COMMITMENT?

TeamQuest participants can choose a minimum fundraising commitment level when registering for each event. Carefully read the registration page for the TeamQuest event you would like to participate in to learn more about the fundraising minimum.

## HOW ARE DONATIONS COLLECTED?

Once registered, you will receive an online fundraising page to collect donations and track your progress. Donation checks should be made out to the International Dyslexia Association with the athlete’s name clearly written in the memo field along with the name of the event EXAMPLE: John Smith, Rock’n’Roll Savannah. Have your supporters send checks the IDA office at the address noted below. If you receive cash you may convert it to a check and send it to the IDA office. Be sure to include a note that tells us the name(s) and address(es) of the donor(s) so that we can send the thank you note documenting the tax-deductible contribution(s).

## WHAT ASSISTANCE WILL I RECEIVE FROM IDA?

All TeamQuest members will receive a personal fundraising page where you can manage your fundraising progress and email your supporters. You will receive fundraising and training guidance from your local IDA Branch and from our TeamQuest coaching team. TeamQuest members will receive a commemorative shirt as well as a race day singlet. Visit [www.teamquestdyslexia.org](http://www.teamquestdyslexia.org) to learn more about TeamQuest benefits.

## CONTACT IDA WITH ANY QUESTIONS YOU MAY HAVE.



*...because reading changes lives.*

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