Agenda

• Welcome
• AID Introduction Video
• Asha Introduction Video
• TeamAIDAsha Overview
• Marathon Training
• Alumni Panel
What is TeamAIDAsha?

Beginner-friendly marathon/half-marathon training and fundraising program

We train runners to go from zero to half or full marathon in six months

In return, runners raise funds for AID and Asha Boston/MIT Chapters
<table>
<thead>
<tr>
<th>Association for India’s Development (AID)</th>
<th>Asha for Education (Asha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-profit 501(c)3 voluntary organization</td>
<td>Non-profit 501(c)3 voluntary organization</td>
</tr>
<tr>
<td>Founded in 1991 by Indian graduate students at University of Maryland</td>
<td>Founded in 1991 by Indian graduate students at University of California Berkeley</td>
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<tr>
<td>Focuses on interconnected issues such as education, livelihoods, natural resources, agriculture, health, women’s empowerment and social justice in India</td>
<td>Focuses on basic education for underprivileged children in India</td>
</tr>
<tr>
<td>4-Stars at Charity Navigator Financial Accountability &amp; Transparency</td>
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<tr>
<td>boston.aidindia.org</td>
<td><a href="http://www.ashanet.org/boston">www.ashanet.org/boston</a></td>
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</tbody>
</table>
Where do the funds go?

Ref: average expenses for AID and Asha as reported by [www.charitynavigator.org](http://www.charitynavigator.org)
Association for India’s Development
Boston/MIT Chapters

Video Introduction

https://www.youtube.com/watch?v=VBFvvHjfmtI
Asha for Education
Boston/MIT Chapter

Video Introduction

https://www.youtube.com/watch?v=GeI6A4pYcp0
TeamAIDAsha Overview
TeamAIDAsha History

- Started in 2003
- Organized by alum runners / volunteers (~ 50+)
- Over 380 runners completed the program
  - Full and half marathons
  - Mostly first time runners
- Over $890,000+ funds raised
  - All funds support grassroots development & educational projects in India
  - One of the biggest fundraising programs for AID/Asha Boston/MIT chapters
Who can join TeamAIDAsha?

Anyone from couch potatoes to experienced runners

Anyone looking for a challenge and/or a new circle of friends

Anyone looking to make a difference in the world

www.teamaidasha.org   info@teamaidasha.org
Training overview

- April through October
- ONE ‘long’ group run/walk per week
  - On Saturday mornings
  - Distance increases roughly 10% per week
- Starts with 2-mile run/walk on Saturday, April 13th
- Flexible distance based groups to match every runner experience
- Running pace does not matter!
- ‘Short’ mid-week runs on your own
  - 2-3 times per week
- Warm-up and cool-down stretches
- Many clinics along the way
- Peak training time: August-September
Why register with TeamAIDAsha?

• **Free for everyone**
  - Meetup group membership
  - WhatsApp group
  - Training reference materials at [www.teamaidasha.org](http://www.teamaidasha.org)

• **Exclusive for registered runners**
  - Shoe Clinic, Store discounts
  - Stretching clinic, Hill workouts, Track workouts
  - Nutrition clinic
  - Fundraising clinic
  - Strava Club
  - Social events
  - Gatorade/water stops for long runs
  - Personalized advice from coaching team
  - Detailed weekly training spreadsheet
  - Charity runner slots at Marine Corps Marathon
  - Make a positive difference in the lives of thousands of kids and families in India
  - New friends for life
Join our free meetup group now!
RSVP for weekly event announcements, updates...

https://www.meetup.com/teamaidasha

WhatsApp group for last minute, real-time updates...
Join email list for access to private WhatsApp group

www.teamaidasha.org   info@teamaidasha.org
Benefits for registered runners
### Detailed Training Plans

- **Google spreadsheet**
- **Weekly training schedule**
- **Route maps for Saturday long runs**

<table>
<thead>
<tr>
<th>Date</th>
<th>Distance Marine Corps</th>
<th>Distance BayState - Full</th>
<th>Distance BayState - Half</th>
<th>Distance Half Marathon Route</th>
<th>Link to Full Marathon Route</th>
<th>Link to Full Marathon Route (mapmyrun)</th>
<th>Link to Water Stops</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/14/2014</td>
<td>9 miles</td>
<td>9 miles</td>
<td>5 miles</td>
<td>Refer to the Full Marathon Route map</td>
<td><a href="http://www.mapmyrun.com/routes/">http://www.mapmyrun.com/routes/</a></td>
<td></td>
<td></td>
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<tr>
<td>6/21/2014</td>
<td>10 miles</td>
<td>10 miles</td>
<td>6 miles</td>
<td>Alewife to Brattle Street (out and back on Minuteman)</td>
<td><a href="http://www.mapmyrun.com/routes/">http://www.mapmyrun.com/routes/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6/28/2014</td>
<td>7 miles</td>
<td>7 miles</td>
<td>5 miles</td>
<td>Spy Pond to Trader Joe’s (Out and back on Minuteman)</td>
<td>Spy Pond to Maple Street (Out and back on Minuteman)</td>
<td>2 stops: Arlington Heights (Trader Joe's) (8:30-9:15 am), Arlington center (Jamba Juice) (ends at 10:00 am)</td>
<td></td>
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</tbody>
</table>

**Water Stops**
- Full Marathoners: 3 stops: Lexington center (loop stop-3 and 7 miles; half and full), Mystic Valley Pkwy, Davis Square (ends at 7:30 am)
- 3 stops: Arlington Heights (half and full), Spy Pond (end stop)
Private Strava Club

• Strava – free mobile app to track personal training
• Private Strava club - Stay motivated by fellow runners
• Get personalized advice from coaching assistants
Water support for group runs

- Setup by AID/Asha and TeamAIDAsha alumni volunteers
- Water and/or Gatorade
- Every 3 miles
Shoe Clinic

- Date: Early May
- Private Clinic for TeamAIDAsha
- Marathon Sports, Cambridge
- Biomechanics & shoes
- Running accessories
- Running apparel
- Personal gait analysis & shoe fitting
- Q&A
- Special discounts for any purchases
Stretching Clinic

• Pre-run warm-up stretches
• Post-run cool-down stretches
• Core strengthening stretches
• Injury prevention stretches
Nutrition Clinic

- Runners plate
- Days / before the long run
- During the run
- Gatorade, Gu Gels, ...
- After the run
Hill Workouts

• Improve Strength
• Improve Speed
• Improve Endurance
Track Workouts

- Stronger Stride
- Improved running economy
- Reduce risk of injury
Fundraising Clinic

- Learn best practices for fundraising
- 15+ years of accumulated wisdom
- Proven by 380+ successful alumni
- Anyone can exceed the fundraising target by following our best practices
Social Events

- Monthly Social Events
- Runners, Volunteers, Alumni
- Outdoor & indoor events
- Make new friends for life
50+ Volunteers & supporting team
Race Options

- Marine Corps Marathon
  - Washington, DC
  - October 27, 2019
  - ~30,000 runners
  - Higher travel expenses
  - Best option for first time marathoners

- Baystate Full/Half Marathon
  - Lowell, MA
  - October 20, 2019
  - ~2000 runners
  - Best option for half-marathon runners
Secure Online Fundraising Page

- Self-service profile management
- Automated credit card donations
- 100% secure and PCI compliant
- Mobile and web donations
Minimum Fundraising Targets

- Full Marathon Minimum Target - $2620
  - Students / post-docs: $1500
- Half Marathon Minimum Target - $1500
  - Students / post-docs: $1000
- Alum Runner Minimum Target - $1000
  - Must have raised $2620 at least once before
- Referral discount
  - $100 off target per registered referral
- Family discount
  - 2 or more runners from the same family
    - 25% off total target
- Guaranteed success in fundraising for anyone following the fundraising clinic instructions
Runner Expenses (estimates)

• TeamAIDAshe registration fees ($125)
  – Payable to TAA after three free weekend group runs
  – Non refundable
  – Counted towards fund-raising target
  – Register ASAP for early bird discounts!

• Race registration fees (~$50 to $150)

• Shoes (~2 pairs), running apparel

• Travel and accommodation to race locations
  – Washington DC - $400
  – Lowell, MA – gas money :-)

www.teamaidasha.org  info@teamaidasha.org
Early bird registrations open now

- Registrations required after three free group runs
- Early bird discounted registrations
- $25 for registering by April 14th
- $50 for registering by April 21st
- $75 for registering by April 28th
- $100 for registering by May 5th
- $125 for registering on May 6th or later

https://www.teamaidasha.org/register
Join Us For First Training Run/Walk

• Sign up today
• Meetup RSVP for Saturday
  • https://www.meetup.com/TeamAIDAsHa
• Saturday, 13th April 10:00AM
• Multiple distance groups
  – Choose 2, 3, 4 or miles
• Run/walk options
• Coaching assistants for each group
• Free parking lot
• Christian Herter Park
1175 Soldiers Field Rd,
Boston, MA 02228
## 2019 Season Calendar*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Info Session (Sunday, April 7th), Start of early bird registrations</td>
<td>April 7th</td>
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<tr>
<td>First group run (Saturday, April 13th)</td>
<td>April 13th</td>
</tr>
<tr>
<td>End of early bird registrations (Sunday, May 6th)</td>
<td>May 6th</td>
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<tr>
<td>Shoe Clinic (May 1st week)</td>
<td>May 1st week</td>
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<tr>
<td>Stretching Clinic</td>
<td>May</td>
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<tr>
<td>Nutrition Clinic</td>
<td>May</td>
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<tr>
<td>Fundraising Clinic</td>
<td>May</td>
</tr>
<tr>
<td>Fundraising Commitment (July 1st week)</td>
<td>July 1st week</td>
</tr>
<tr>
<td>Plymouth - run to the rock</td>
<td>November - 2nd week</td>
</tr>
<tr>
<td>Lowell Marathon / Half marathon (Oct 20th)</td>
<td>October 20th</td>
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<tr>
<td>Fundraising Close (Oct 10th)</td>
<td>October 10th</td>
</tr>
<tr>
<td>DC Marathon (Oct 27th)</td>
<td>October 27th</td>
</tr>
<tr>
<td>Fundraising Commitment (July 1st week)</td>
<td>July 1st week</td>
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<tr>
<td>Season Finale (Nov 2nd week)</td>
<td>November - 2nd week</td>
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**April**
- Saturday group runs (gradually get longer, ~10% each week)
- Mid-week short runs (3 x ~3-4 miles)
- Fundraising (~1 hour per week emails / FB)

*Some dates are subject to change, stay tuned via TeamAIDAsha Meetup group [https://www.meetup.com/teamaidasha](https://www.meetup.com/teamaidasha)
2019 Coaching Assistants
Professionals (doctors, scientists, engineers, managers,...) volunteering to help new runners

Dr. Sanjay
22F

Rahul
13F 10H

Karthik
5F 18H

Rupal
10F 1H

Lakshmi
4F 10H

Somnath
3F 7H

Ajit
3F 6H

Sheela
2F 7H

Biju
3F 1H

Manisha
1F 2H

Rajeev
1F 2H

Jumbi
1F 1H

Nikhil

Uday
6F 2H

www.teamaidasha.org  info@teamaidasha.org
Jonathan Wyner
Head Coach

• Founding member of TeamAIDAsha
• Certified (Road Runners Club of America)
• 40+ years of running
• 20+ marathons
• Owner: M-Works
  – Grammy nominated
• Associate Professor: Berklee College of Music
• Education Director - iZotope

www.teamaidashasha.org info@teamaidashasha.org
Notes About the Marathon
From 0 to 26.2 in 6 months
Jonathan Wyner
jonathan@m-works.com
Running a marathon changes lives. It’s a simple fact.

• improves your fitness
• instill a new self image
• inspires others around you to take on their own challenges

Jonathan Wyner
jonathan@m-works.com
What you get from the program

• You’ll get to ask and receive feedback on important questions such as
  – How do I breathe?
  – Do you think I could win the Boston Marathon?
What you get from the program

• Training and coaching using a plan devised specifically for your marathon
• Group runs with logistical support
• Email support with me during the program
• You’ll find a resource in the experience of other runners who have already completed the marathon

Jonathan Wyner
jonathan@m-works.com
What you get from the program

• You’ll learn a new meaning for the term “calories” (It’s a beautiful thing!)

Jonathan Wyner
jonathan@m-works.com
What you get from the program

• You’ll enhance your vocabulary with exotic words such as
  – “hyponatremia” and “GU”
What you get from the program

• Information about best practices during your training on subjects including training schedule, nutrition, hydration and more

• You’ll learn via clinics on stretching and selecting/purchasing running shoes

• You’ll have the support of the group experience going through the training together

Jonathan Wyner  jonathan@m-works.com
What does the training entail?

• During the peak (8 weeks) of your training you can expect to invest between 4 and 8 hours per week in your marathon training

Jonathan Wyner
jonathan@m-works.com
What does the training entail?

• The plan is to gradually buildup mileage. Your body takes time to adapt to the stresses of training for a marathon

• Adaptation to a new exercise load
  – Cardio-vascular system 3-6 weeks
  – Muscular system about 3 months
  – Skeletal system 3-6 months
What does the training entail?

• The plan is to gradually buildup mileage. Your body takes time to adapt to the stresses of training for a marathon

• The KEY run each week is the long run

Jonathan Wyner
jonathan@m-works.com
What does the training entail?

- The plan is to gradually buildup mileage. Your body takes time to adapt to the stresses of training for a marathon
- Week 1-9 base building
- Week 10-16 strength building
- Week 17-21 speed and strength
- Week 21-24 taper phase

Jonathan Wyner    jonathan@m-works.com
Half Marathon Program

• In many respects identical to the full marathon program with a slightly shorter training period and lower mileage targets

Jonathan Wyner
jonathan@m-works.com
Alum Runners Panel - Q&A
Ask us anything!
Wrap up...
Ready for a life-changing experience?
Join Us For First Training Run/Walk

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