

## RRCA Strategic Plan 2016-2021

1. To be mission-focused and achieve our vision of seeing organized and active running clubs and events in every community in the U.S. by educating prospective members, providing outstanding customer service, and providing useful and affordable services that benefit members. (Mission/Member Services)  

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2. Continue increasing our position as the largest national association of community-based running organizations collectively dedicated to growing participation in the sport for all ages and abilities by inspiring people to run through engagement with clubs, events, coaches, youth programs and more. (Growth/Community-based)  

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3. Continue boosting the RRCA's public profile as the foremost voice for distance running by enhancing our media, marketing, and branding strategies while focusing on areas of interest to the distance running community by utilizing wide-ranging strategies that incorporate traditional and emerging media and marketing trends. (Public Profile/Information)  

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4. To be the leading authority and source of information about the successful creation and governance of running clubs, safe training programs, hosting safe events, and educational certification programs serving the needs of members as well as runners of all ages and abilities. (Information/Education)  

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5. Continue enhancing the RRCA's investment in youth running through programs, services and education designed to support community-based programs that inspire future generations to be active in running clubs and events to help solidify the long-term stability for the sport and our organization. (Youth)  

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6. Continue investing in programs that educate and support emerging elite U.S. runners pursuing a career in distance running and to promote these athletes as inspiring, positive role models for the running community. (Elite Support)  

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7. Continue pursuing and investing in collaborative partnerships with organizations that promote running as the most affordable physical activity and as an opportunity for increased physical activity for all Americans. (Partners/PA Promotion)
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8. Invest in and enhance our position as an international leader in running by sharing best practices information for developing and managing running clubs, running events, and programs for runners for the global running community. (Global)
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9. Guarantee long-range financial and organizational stability through revenue received from members, services, donors, corporate sponsors, foundations and others in coordination with fundraising efforts led by RRCA leaders and representatives. (Fundraising/Income Diversity)
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10. Continue fostering member integrity and ethical conduct within the running community through education campaigns for members along with encouraging and monitoring adherence to RRCA's policies, procedures, guidelines and membership requirements. (Integrity/Ethics)