



ROAD RUNNERS CLUB OF AMERICA

EMPOWERING EVERYONE TO RUN

Who We Are

The RRCA champions the development and success of community-based running organizations that empower all people to participate in the sport of running in pursuit of enjoyment, health, well-being and competition.

What We Do

RRCA provides programs and services that support community-based running club leaders, race directors, coaches, runners, and all people engaged in the sport.

What We Value

- **Integrity:** We strive for the highest ethical and professional standards for our organization and the sport. We believe in fair competition, no cheating, anti-doping compliance, and respect by participants for race and club rules and policies.
- **Excellence:** We strive to deliver the highest possible quality and value in our programs and services, as well as to employ best practices in organizational governance and management.
- **Diversity, Equity & Inclusion:** We believe in providing equal opportunities for everyone to participate in and contribute to the sport of running, where all are safe, welcome, and have a sense of belonging. The success of the sport is enhanced by the leadership and contributions of people of diverse backgrounds, experiences, and identities.
- **Collaboration:** We believe in the power of working together with people and organizations that value our mission and vision. Fostering positive relationships with members, volunteers, donors, and sponsors will enable our success.

2021-2025 RRCA Strategic Plan

Accomplishing our Mission & Vision

Strategy I	Strategy II	Strategy III	Strategy IV	Strategy V	Strategy VI
Be a leading force in the establishment and operation of safe and successful running clubs and events in every community in the US in service of empowering everyone to run.	Be the most trusted source for programs, services, and information that fosters the continued growth of the running community in the U.S.	Produce the most respected education and certification programs that support the development of club leaders, race directors, volunteers, and coaches that serve the running community in the U.S. and around the World.	Promote the benefits of running for enjoyment, health, and well-being through the delivery of turnkey programs and services that educate and engage youth and adult runners that can be implemented nationwide.	Facilitate and promote fair competition, to support the development of professional runners, and to create a fan-base that embraces the competitive sport of running.	Ensure long-term stability of our organization by fostering a culture of giving to support our programs and services that serve the running community.

Overview of Strategies with Key Tactics

As part of this *Strategic Plan*, the RRCA seeks to enhance its strengths, invest in opportunities, and be mindful of and address its weaknesses and its threats.

There are three overarching objectives that are critical to the success of the 2021-2025 Strategic Plan:

- **Technology:** The RRCA will continue to invest in regular updating of technology that supports all strategies outlined in the 2021-2025 Strategic Plan.
- **Marketing & Communications:** The RRCA will effectively utilize a variety of methods to communicate and engage with our audiences through personal outreach, word-of-mouth, RRCA.org, emails, social media, print, and early adoption of new methods as they emerge to support all strategies.
- **Financial Support:** The RRCA, with leadership from the Board of Directors, will focus on member recruitment, engagement, retention, and fundraising with members, donors, sponsors, and the running community to ensure the success of the RRCA.

Strategy I: Be a leading force in the establishment and operation of safe and successful running clubs and events in every community in the U.S. in service of empowering everyone to run.

Tactic 1: Invest in infrastructure that allows for the effective turnkey process of establishing organizations and pursue opportunities to provide mentoring and education to club leaders and race directors.

Tactic 2: Strive to connect with unaffiliated clubs and events that align with our mission and vision.

Tactic 3: Find opportunities to collaborate with other national organizations that do not compete with RRCA's services and programs.

Strategy II: Be the most trusted source for programs, services, and information that fosters the continued growth of the running community in the U.S.

Tactic 1: Utilize the 3 overarching objectives of technology, marketing & communications, and financial support/investment to continue to grow and invest in this strategy.

Tactic 2: Engage recognizable leaders and subject experts that can enhance and elevate RRCA messages, programs, and services.

Tactic 3: Find opportunities to collaborate with other national organizations that do not compete with RRCA's programs and education offerings.

Strategy III: Produce the most respected education and certification programs that support the development of club leaders, race directors, volunteers, and coaches that serve the running community in the U.S. and around the World.

Tactic 1: Invest in and enhance the current certification programs.

Tactic 2: Pursue requirements that allow the RRCA to apply for 3rd party verification of the certification programs as part of achieving the “most respected” goal.

Tactic 3: Create new offerings that benefit run leaders, club leaders, race directors, and volunteers.

Strategy IV: Promote the benefits of running for enjoyment, health, and well-being through the delivery of turnkey programs and services that educate and engage both youth and adult runners that can be implemented nationwide.

Tactic 1: Invest in the Kids Run the Nation Fund and the program to expand outreach abilities and engagement within the running community.

Tactic 2: Capitalize on the desire of more Americans to be more physically active by connecting them with club, coaches, and events.

Tactic 3: Explore opportunities to collaborate with organizations that share our mission/vision and do not compete with our efforts but enhance our work.

Strategy V: Facilitate and promote fair competition, support the development of professional runners, and create a fan-base that embraces the competitive sport of distance running.

Tactic 1: Elevate the profile of competitive long distance running through collaborations with the LDR committee with USATF, RRCA members that are at the heart of the competitive road racing community, and media that cover the competitive aspect of the sport.

Tactic 2: Invest in and provide resource to athletes, race directors, coaches, and agents that are fully invested in the competitive side of the sport.

Tactic 3: Support communication strategies that spotlight athletes and engage fans of the sport of distance running.

Strategy VI: Ensure long-term stability of our organization by fostering a culture of giving in support of our programs and services that serve the running community.

Tactic 1: Fundraise pro-actively for the RRCA in support of annual fundraising plans.

Tactic 2: Protect the operating reserves for the organization while exploring opportunities to invest net proceeds in programs and services and in support of this plan.

Tactic 3: Commit to the 3-overarching objectives of investing in technology, marketing and communication efforts, and financial support.



RRCA Coaching Certification Program



RRCA Championship Event Series



Kids Run the Nation Program



Race Director Certification



Runner Friendly Community Program



Kids Run the Nation Grants



RunPro.org and RunPro Camp



Roads Scholar Grants



RRCA National Running Awards

Operational Implementation and Oversight

The RRCA provides ongoing programs, services, education, certifications, and information in support of the 2021-2025 Strategic Plan. Annually, the organization works to improve, adapt, and create new offerings that serve our members, key stakeholders, and the running community at-large.

The Board of Directors and the national office staff under the leadership of its CEO engage in setting organizational priorities and explore opportunities for expanding programs and services for the coming year based on trends, needs, and wants of the running community.

Clearly outlined annual objectives that directly support this Strategic Plan are tied to an annual operating budget. The objectives, budget, and this Strategic Plan are reviewed throughout the year by the Board of Directors and reported to members through the RRCA Annual Report.

www.RRCA.org