# **RUNNING USA** STRATEGIC PLAN



# SECTIONS





2

EDUCATE

### ELEVATE

2



# MISSION

To engage, educate and elevate the running industry and its constituents

# VISION

An inclusive and unified running industry



#### **Strategies for Engagement**

- Reach a wider geographic audience
- Facilitate an ongoing conversation among members
- Expand the Emerging Leaders Program



#### Reach a Wide Global Audience

- Expand the Global Runner Survey to represent at least 25% non-U.S. respondents
- Develop reputation as a trusted source for endemic and non-endemic media
- Create opportunities for Canadian members to meet and discuss their market
- Expand partnerships with RIA, ERBC, MPW and other international groups to share resources and member benefits



#### Facilitate an ongoing conversation among members

- Create and moderate online affinity groups for various member categories with quarterly calls to discuss key topics
- Launch an annual content calendar featuring dates of webinars and report releases
- Consistently host memberexclusive receptions in conjunction with major marathons and other large member-run events
- Re-introduce regional education sessions with tangible takeaways



CITY OF FOUNTAINS -

#### Expand the Emerging Leaders Program

- Add two recipients per year to reach a total of 14
- Secure a title sponsor to pay for costs associated with the program
- Create a network of current and past ELP recipients
- Develop a year-long communications plan to facilitate conversations with ELP recipients and their more experienced industry counterparts.



#### **Strategies for Education**

- Partner with subject matter experts to offer certifications relevant to the running event industry
- Build library of 'how to' toolkits and best practices
- Offer diverse set of data and research to members and media
- Establish the Running Industry Conference as the beginning of an ongoing conversation



#### Partner with subject matter experts to offer certifications and white papers relevant to the running event industry

SCHW

- Offer opportunities in regionally accessible cities to get CPR/AED certification
- Offer online crisis management course
- Partner with Achilles International to create AWD certification



#### Build library of 'how to' toolkits and best practices

- Establish and deploy race director toolkit
- Produce and distribute "how to" videos for common race tasks
- Partner with USATF and World Athletics to ensure races follow proper certification and calendar listing procedures



MARATH

GARMIN.

SPORTS.com

#### Offer diverse set of data and research to members and media

- Obtain sponsor(s) for data library
- Re-launch Race Director Survey as annual report
- Annually identify relevant industry topic and produce survey-based report that illustrates industry impact of that topic
- Work with registration platforms and timing companies to create system of data sharing that allows Running USA to produce the most accurate trend reports
- Produce annual Top 100 races report

RATH



#### Establish the Running Industry Conference as the beginning of an ongoing conversation

- Make available recordings of key Running Industry Conference sessions
- Create social media strategy that ensures conference content is featured year-round on Running USA social media channels
- Host monthly webinars that expand on conference topics or discuss other relevant, timely topics
- Create online forums for idea exchange using conference to create conversation topics and using online topics to create conference sessions



#### **Strategies for Elevation**

- Launch reimagined membership model with new tiers, price structure and benefits
- Offer professional services at reduced costs
- Establish opportunities for members to share stories, offers and opportunities
- Be the nation's leading expert voice in road running event space



**Jimmy Fund** 

#### Launch reimagined membershipmodel with new tiers, price structure and benefits

- Include tiers on the higher and lower end of membership
- Associate number of individuals with organizational membership creating individual accounts in the membership platform
- Create price points for conference registration and expo associated with membership level
- Add benefits to attract Run Crews, Run Clubs and Tourism/ Sports Councils
- Deploy consistent onboarding process to ensure members are aware of membership benefits



# Offer professional services at reduced costs

- Contract HR Professional to provide basic HR services
- Utilize staff to provide PR and marketing services
- Launch bookkeeping/account services
- Review insurance and assess offerings to ensure Running USA product is best in class
- Offer AED rental program



#### Establish opportunities for members to share stories, offers and opportunities

- Launch an expanded member marketplace
- Create consistent series profiling/highlighting members
- Solicit and encourage user-generated content including sizzle reels, first person accounts and testimonials
- Publicly acknowledge all new and renewed members



#### Be the nation's leading expert voice in road running event space

- Receive at least 10,000 responses to Global Runner Survey
- Be the media's go-to source for questions about trends, happenings and important topics in the running event industry
- Lead the conversation around an industry-standard method of collecting demographic information
- Lead the conversation around running activations at LA 2028