

runLawrence

2017-2021 Strategic Plan (draft June 2017)

History

runLawrence is a nonprofit running club formed in 2004 by a group of dedicated local runners – Dee Boeck, Greg Burger, Molly Wood, Becky McClure and Ed Payne - for the initial purpose of planning and implementing a USA Track and Field (USATF) **certified Thanksgiving Day 5K** for the Lawrence, KS community. The first race was held on Thanksgiving Day, 2004 and is currently registering close to 1200 runners, thus creating a lasting running tradition in the City of Lawrence, KS. ***runLawrence*** has been, and is, a “source for all things running” providing running support and comradery for fellow runners in the Lawrence area.

Please see www.runlawrence.org for more information.

Mission

runLawrence's mission is to support the club members and the running traditions in the community by facilitating support and comradery for running as an athletic activity, thus gaining fitness and well-being for the community as a whole. ***runLawrence*** is committed to its tradition of hosting the ***runLawrence Thanksgiving Day 5K***, as well as providing support to the Lawrence, KS community for other running and/or race events. In addition, ***runLawrence*** is committed as a proud sponsor of the Lawrence, KS USD 497 youth running programs.

Core Values

Core Values for ***runLawrence*** include maintaining the club's nonprofit status and provision of philanthropy for running and wellness which result in lasting community wellness traditions.

Vision

runLawrence's vision is to facilitate opportunities that support running traditions in the Lawrence, KS community. These opportunities include the club's successful hosting of ***runLawrence's Thanksgiving Day 5K***, volunteer support for other local running organizations, clubs, and programs, and funding support for coaching and race course certification. Success for the club is achieved when the annual ***runLawrence Thanksgiving Day 5K*** registers over 1000 runners and ***runLawrence*** gains feedback that the running programs, especially the Lawrence, KS youth running programs who receive ***runLawrence*** support, are thriving.

Customers

The customers of ***runLawrence*** are ***runLawrence*** members, Lawrence's youth running programs such

as the USD 497 Marathon Clubs, the community of Lawrence, KS, and other running clubs and running activities in the surrounding area.

Partners

runLawrence partners are defined as those who participate in *runLawrence* activities to either help sponsor or support and benefit *runLawrence* traditions, such as the annual *runLawrence Thanksgiving Day 5K* and Lawrence Public Schools' Marathon clubs.

Internal Processes

Internal processes for *runLawrence* include a “bottom up philosophy” of implementation. Club members suggest ideas that support running and wellness for the community and directly carry out their implementation and operation. *runLawrence* is governed by an annually elected board of directors. Board members include a president, vice president, treasurer, and secretary. The *runLawrence* race director is also a member of the board and is a self-appointed volunteer position. *runLawrence* operates under bylaws created and implemented by the board. Board members meet monthly (typically the first Sunday afternoon of each month), and anyone from the club and/or the community is welcome to attend meetings. Communication for *runLawrence* is facilitated via *runLawrence's* web site (www.runlawrence.org) which is frequently updated with community running information, and also through the use of Facebook and email. *runLawrence* takes great pride in having its own internal race director, the facilitation of volunteer recruitment to support its and other running activities in the community, and provision of race equipment rental to others in the community who want to sponsor their own races. Other internal processes include the provision of new member recruitment and welcome, member sponsored running groups, a club library, club committee assignments for special projects that help promote running in the Lawrence community and finally, *runLawrence* events such as the club's annual picnic.

Learning and Growth

runLawrence is committed to the learning and growth of its members by providing club members training and funding for 1) board members to attend national running club meetings such as the Road Running Clubs of America's (RRCA) annual meeting, 2) members to obtain running coach training and certification, 3) members to gain race director certification, 4) a club library, and 5) speaking events for club members.

Finances and Resources

runLawrence receives annual income from the *Thanksgiving Day 5K* profits, sponsor donations, race clock rental revenue, and club dues. *runLawrence* expenditures include RRCA club dues and club insurance, youth running program donations, coach certification, club member training, national running club meeting attendance by board members, the *runLawrence* annual picnic and the *runLawrence Thanksgiving Day 5K*.