

runLawrence

2022-2027 Strategic Plan

History

runLawrence is a nonprofit running club formed in 2004 by a group of dedicated Kansas runners for the initial purpose of planning and implementing a USA Track and Field certified Thanksgiving Day 5K for the Lawrence community. The first Thanksgiving Day 5K was in 2004 and has become an annual event that brings in more than 1,000 runners each year to help benefit local youth running programs. **runLawrence** is, a “source for all things running” with our website www.runlawrence.org.

Mission

runLawrence's mission is to support club members and running traditions in the community. **runLawrence** believes running promotes 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 local youth running programs. **runLawrence** is also dedicated to being a safe place for any runner as we continue to grow the running community in Lawrence.

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 traditions.

Vision

runLawrence's vision is to facilitate opportunities that support runners and running traditions in the community of Lawrence, Kansas. 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 racecourse certification. **runLawrence's** is a safe space that should be inclusive to all runners and provides social gatherings to local runners.

Customers

The customers of **runLawrence** are **runLawrence** members, Lawrence's youth running programs such as the USD 497 Marathon Clubs, the community of Lawrence, Kansas, and other running clubs and running entities 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 Douglas County 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, secretary and internal race director. Board member positions are all volunteer. **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 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.

Education and Growth

runLawrence is committed to the education and growth of its members by providing training and funding for 1) board members to attend national running club meetings, such as the Road Runners Club 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 held for the benefit of 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.