



**Empowering
EVERYONE
to run**

RRCA.org

STRATEGIC PLAN

2026 - 2030

EMPOWERING EVERYONE TO RUN

Since 1958, the Road Runners Club of America (RRCA) has championed community-based running as the backbone of the sport.

Throughout our nearly seventy-year history, one constant has defined our impact: unwavering consistency.

Year after year, the RRCA has delivered dependable leadership, trusted resources, and stable, high-quality programs and services that clubs, events, coaches, and runners can rely on.



EMPOWERING EVERYONE TO RUN

Our 2026–2030 Strategic Plan builds on our mission-driven legacy by remaining steadfast in our values and intentional in our evolution.

The RRCA continues to provide the confidence and continuity needed to help local running communities thrive—today, tomorrow, and for generations to come.





Our Mission

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, well-being, and competition.





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Our Values

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.

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 best possible quality and value in our programs and services, as well as to employ best practices in organizational governance and management.

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. We believe running has the power to unite people, strengthen communities, and improve lives.



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Our Strategies



Strategy I:

**Strengthen & Expand
Community-
Based Running**



Strategy II:

**Foster the Next
Generation of
Runners**



Strategy III:

**Elevate
Education,
Certification &
Professional
Development**



Strategy IV:

**Amplify National
Leadership
Through
Awareness,
Innovation &
Collaboration**



Strategy V:

**Sustain &
Strengthen
RRCA's
Financial Future**

Our Strategies



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Our Strategies & Goals



Strategy I:

**Strengthen &
Expand
Community-
Based Running**

- 1 Strengthen Member Support & Services**
- 2 Maintain and Advance Best-in-Class Insurance & Licensing Programs**
- 3 Foster Strong, Vibrant & Inclusive Running Communities**



The RRCA will continue to lead the running community by empowering clubs, events, and coaches nationwide through best-in-class programs and services. By delivering industry-leading insurance and licensing programs, promoting best practices, and providing strong community-building resources, the RRCA will support the growth of safe, inclusive, and thriving running communities.

Through this work, the RRCA ensures member organizations have the tools, knowledge, and guidance needed to foster participation in running as both a sport and a healthy lifestyle—reinforcing its long-standing role as the trusted national association for community-based running.

Our Strategies & Goals



Strategy II:

Foster the Next Generation of Runners

- 1 Expand the Reach and Impact of Kids Run the Nation**
- 2 Enhance Support for High School Running & Emerging Athletes**
- 3 Modernize and Elevate the RunPro Program**



The RRCA will advance youth running and accessible pathways to the sport by empowering young people through safe, inclusive, and developmentally appropriate running opportunities. This includes expanding Kids Run the Nation program adoption, increasing the distribution and visibility of youth-focused educational materials, and growing grant funding to support community-based youth initiatives.

The RRCA will strengthen partnerships with schools, parks departments, and youth-serving nonprofits to broaden access to running nationwide, while also supporting emerging elite athletes and promoting recreational running opportunities for high school and collegiate runners to inspire lifelong engagement with the sport.

Our Strategies & Goals



Strategy III:

Elevate
Education,
Certification &
Professional
Development

- 1** Strengthen the RRCA Coaching Program
- 2** Expand and Enhance Race Director Education
- 3** Expand the Reach and Visibility of RRCA Education Across All Platforms
- 4** Promote Professional Standards & Best Practices Across the Industry



The RRCA will continue to strengthen its role as the leading source for education in the running community by expanding accessible, evidence-based learning opportunities for club leaders, event directors, and coaches. This includes enhancing the RRCA Race Director Certification program, growing the RRCA's Learning Hub offerings, and strengthening both Level I and Level II Coaching Certification programs to reflect current best practices and evolving needs.

The RRCA will continue to elevate our convention programming to create meaningful opportunities for learning, connection, and collaboration—ensuring members have the knowledge and support they need to lead safe, successful, and inclusive running programs.

Our Strategies & Goals



Strategy IV:

Amplify National Leadership Through Awareness, Innovation & Collaboration

- 1 Strengthen RRCA's National Brand Identity & Visibility**
- 2 Elevate Flagship Programs and Services Through Innovative Updates & Targeted Promotion**
- 3 Amplify RRCA's National Leadership Through Strategic Partnerships & Media Engagement**



The RRCA will continue to position the organization as the authoritative national voice for community-based running by strengthening its marketing, digital presence, and storytelling to clearly communicate impact and value. By elevating flagship programs and amplifying the voices of member clubs, events, coaches, and runners, the RRCA will showcase the power of grassroots running nationwide.

Through expanded collaboration with partners and industry leaders, the RRCA will share best practices, and champion fair, safe, and equitable guidelines that strengthen the sport and the communities it serves.

Our Strategies & Goals



Strategy V:

Sustain &
Strengthen
RRCA's Financial
Future

1

Build a Culture of Giving That Supports RRCA's Mission

2

Strengthen Membership Growth, Engagement & Retention

3

Expand Sponsorships & Strategic Partnerships

4

Demonstrate Transparency, Accountability & Impact



The RRCA will continue to build a vibrant culture of giving by engaging members, donors, sponsors, and partners in supporting RRCA's mission and demonstrating the lasting impact of their investments. The RRCA will strengthen long-term membership sustainability by creating meaningful connections and delivering lasting value that keeps clubs, events, coaches, and runners engaged in the RRCA community.

The RRCA will continue to grow sponsorship and donor support through strategic partnerships aligned with RRCA's values and programs. Together, these efforts will reinforce RRCA's financial foundation and ensure its programs and services continue empowering runners and running communities for generations to come.



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Key Objectives

TECHNOLOGY

The RRCA will continue to modernize, integrate, and strengthen the technology systems that support all strategies outlined in the 2026–2030 Strategic Plan. This includes improving member-facing tools, enhancing digital learning platforms, and adopting new technologies that increase efficiency, accessibility, and data-driven decision making across the organization.

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

With leadership from the Board of Directors, the RRCA will focus on sustainable revenue growth through membership recruitment, engagement, and retention, as well as strengthening giving and sponsorship programs. Diversifying and expanding financial resources—from members, donors, sponsors, and industry partnerships—will ensure the RRCA’s long-term sustainability and the successful execution of all strategies in the 2026–2030 Strategic Plan.



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Operational Implementation & Oversight

The RRCA provides ongoing investments in support of the 2026-2030 Strategic Plan and works to improve, adapt, and create new offerings that serve our members, stakeholders, and the running community at-large.

Annually, the Board of Directors and national office staff under the leadership of its CEO engages in setting organizational priorities, which includes opportunities to grow current programs and services along with launching new offerings based on trends and needs of the running community.

The Board approves annual objectives that directly support this Strategic Plan and are tied to the 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.

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 on an ongoing basis.



STRATEGIC PLAN 2026 - 2030

Our strategies set a clear path for the future of the RRCA, rooted in the long-standing consistency that has defined our leadership in the sport. The RRCA will continue to empower everyone to run by supporting clubs, events, coaches, youth programs, and runners, while elevating education and safety and strengthening our national voice.

With your continued involvement, the RRCA will remain the trusted foundation for the running community today and for future generations.

