

MCRRC's Strategic Direction Over the Next 5 Years

Vision Statement

MCRRC aims to be the leading authority on the organization of running events and programs in Montgomery County, striving to meet the needs of individual runners and community organizations engaged in running and fitness activities. To support this vision MCRRC will adhere to the following strategic principles:

- 1) To responsibly manage our financial resources to both maintain stability and allow for the expansion of programs and services to meet the needs of our membership.
- 2) To use current and emerging technologies to communicate with our members and the public in order to establish a major public profile and major name recognition as the leading voice for runners and running-related events in Montgomery County.
- 3) To promote the long-term stability of running as a sport and an affordable form of exercise by hosting and supporting running events in the community and by providing and supporting programs that encourage the participation of youth in running.
- 4) To engage in best practices in organizational governance and management, including risk management, succession planning, and regular organizational assessments.
- 5) To continually invest in and improve existing programs and services, develop new programs and services that are beneficial to our members and to seek maximum participation and volunteerism in our programs and services by our members.
- 6) To be a collaborative partner with community organizations and other running related organizations and foster a positive profile in the general community.
- 7) To have a national presence through involvement with RRCA, USATF and other fitness-based organizations in order to increase opportunities for members.
- 8) To provide a safe place for runners of all paces, ages and abilities in our programs, activities and volunteer efforts.
- 9) To maintain high levels of volunteerism to support our programs and activities including individuals to assist with basic race and event related tasks as well as those who take on long-term projects and positions of leadership within the club.

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