

**RMRR Action Plan 2012**

last updated	<b>Thu Feb 23, 2012</b>
Overall Track Status ( <b>G, Y, R</b> )	<b>G</b>
Status update, Reason if status = red or yellow (yellow=delayed; red = will not accomplish goal)	Need people to take on different roles.

PROJECT MILESTONES	Start	Due Date	Revised Due Date	Owner	Comments, Reason for revised date
<b>General Planning</b>					
<b>Complete Overall Plan</b>				Dave	
				Dave	
				Dave	
				Dave	
<b>Promotion Plan</b>					
<b>Build ad/promo plan for the year</b>		February		Dave C	
review Derek's editorial calendar		February		Dave C	
Decide what ads and email blasts to use for the year		February			
Build wording for each ad		ongoing			
<b>Build postcard handout</b>		March		Dave C??	Include all club races, MTS, Fathers Day Mile, URL, club benefits
Outline design for postcard					
Identify a vendor and understand costs					
Get cards printed					5000
pass out cards to store liaisons and interested members					
<b>Have RMRR presence at 3-4 big races</b>		ongoing			Sneak, Colfax, Georgetown??, Platte R Half??
Check with race directors - cost of table/booth					
Reserve space at key races					
Get volunteers to man booths at races					
Attend key races and pass out stuff					
<b>Improve website front page, other site features</b>		ongoing		Dave C??	more lively, points to calendar, sponsors, new member pages, etc.
Review front page and identify list of things to update		Feb			- better news visibility - new members pointer - activity calendar with subset on front page - better way to highlight upcoming events
list other page fixes		Feb			- new sponsor page - event calendar - new member page
Fixes set 1		March			
Fixes set 2		April			
Fixes set 3		May			
<b>Improve Announcement Process at Races</b>		April			Need to reinstate bulletin board and keep prerace announcements short!
<b>Establish a consistent, busy Facebook presence</b>		April			tied to Facebook champion below
<b>Community Plan</b>					
<b>Improve Club communications</b>		Spring		Dave C	
Identify a Facebook champion and build Facebook program.					2-3 messages/week, focus on upcoming activities and things members might be interested in - local races and activities.
Revive the newsletter program using Facebook content					Use same content via email.
Improve the email list process - program running with website on Bluehost				Dave C	need something better than Yahoo. We can establish an email process on the website - need to figure out best method, then publicize.
<b>build a club calendar with all events</b>		March		Dave C	online calendar with all info. Critical!!
<b>Website Improvements</b>				Dave C??	
connect website and Facebook					
new banner images					
member profile updates: replace member section with Facebook?					
<b>Schedule and drive weekly running events</b>		March		Dave C	
Establish std evening for weekly events		Feb			Tuesday nights, start <b>March 13</b>
identify hosts for weekly runs		March			Dave C, who else?

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identify places for weekly runs		March		Every other week at Wash Park, other runs at ???. Wash Park run will have 2.5M, 4M, and 5M options, maybe more if we ever want it.
<b>Schedule at least one special activity per month (sponsor event or potluck)</b>				<b>Dave C</b> Want at least one event per month that pulls runners together for a run and something fun
Runners Roost - Running Form event		6-Mar		<b>Dave C</b>
RRS - Adventure Run?		10-Apr		<b>Dave C</b>
May Potluck - Cunninghams		??		<b>Dave C</b>
Fathers Day mile		June		<b>Deb C</b>
July Picnic		July		
Clement Park Pizza Run		August		
Leaf run somewhere with Masters? Highline?		Sept		
Octoberfest Run		Oct		
November??		Nov		
Holiday Potluck		Dec		
<b>Manage Denver Marathon water stop</b>		September		
Get someone to lead Marathon Water Stop		August		
Recruit people for Marathon work		August		
Marathon day		September		
<b>Build special RMRR history logo for eStore</b>				
<b>Race and MTS Plan</b>				
<b>Build race director guide</b>		June		<b>David R??</b> Detailed guide to directing races. Adam Feerst will help.
<b>Build new race director buddy plan</b>		April		Process to help train new directors well.
<b>Improve general race processes - make it all run more easily</b>		year		Tied to guide above.
<b>Improve 5k recognition</b>		April		Make sure 5k runners feel honored like TS runners.
<b>Plan for larger spring MTS</b>		March		Liaison with Colfax could give us lots of runners...how would we handle it?
<b>Promote track workouts and provide plan for all runners</b>		March		Need to promote their existence AND make sure we have workout plans for people who are slower or who have less ambitious running goals.
<b>New Members Plan</b>				
<b>Ambassador program</b>				<b>Ken S</b>
<b>Web area for new members</b>				
<b>Phone call and email to new members with info on how to get involved, how to stay informed</b>				
<b>Sponsorship Plan</b>				
<b>Contact All Running Stores and Get Benefits</b>		March		<b>??</b> Goal for each: 1) identify key contact; 2) identify sponsor benefits - certs, discount, etc.; 3) identify activity to do with sponsor
Runners Roost Denver				<b>Dave C</b> Done
Runners Roost Lakewood				
Runners Roost Lone Tree?				
Runners Roost Aurora?				
Boulder Running Company Littleton				
Boulder Running Company Greenwood Village				
Road Runner Sports Westminster				
Identify RMRR Liaison for each store				
<b>Build improved sponsor page on website, let sponsors know</b>				<b>Dave C??</b> (table with sponsor name, logo, location, deal, contact info)
<b>Fathers Day Mile Plan</b>				
		June		<b>Deb C</b> Deb planning separately
<b>KEY ACCOMPLISHMENTS THIS PAST WEEK (Top 3 - 5)</b>				
<b>TO DO UPCOMING WEEK (Top 3 - 5)</b>				