

Strategic Plan 2024 - 2027

VISION

To run freely. To welcome without limits. To foster community. To support every runner.

VALUES

Supportive
Authentic
Inclusive
Empowering
Agile

MISSION

Run Minnesota connects the running community and supports runners of all ages and abilities through education, programs, and advocacy. Whether you run socially, recreationally, or competitively, Run Minnesota can help you achieve your running goals.



Goals and Key Strategies

Strong Programs

Grow and strengthen our core programs.

1. Strengthen our existing race portfolio by filling registrations.
2. Goal of adding one major race?
3. Increased visibility of, and participation in, our training programs.
4. Grow our membership base and develop our membership program.

Springboard for Running

Share our expertise, resources and networks to get more people running with more support.

1. Convert our annual party to a Winter Running Conference.
2. Provide our training programs more broadly using our existing reduced-rate remote membership model.
3. Offer training programs to our satellite running clubs.
4. Long-term: become the source for reliable data about running in Minnesota by developing an annual State of Running Survey / Report.

Inclusive & Relevant.

Innovate to expand the traditional view of “runners” to underserved communities.

1. Support an existing race or running group in Greater Minnesota as a test-case for statewide relevance.
2. Partner with a local running group or business to create a Relays event in North Minneapolis.
3. Continue and strengthen our support for and relationship with Latinas on the Move.
4. Evaluate new or changed member benefits that are relevant for Greater Minnesota and/or urban BIPOC communities.

ORGANIZATIONAL STEWARDSHIP GOAL

Sustainability.

Ensure the long-term vitality of the organization through revenue development.

1. Fund the Development

Consultant: apply for a Management Improvement Fund grant to pay for consultant time in 2024 to develop grant revenue stream and support our development efforts.

2. Prioritize Net-revenue-generating Activities:

use Treasurer’s profitability analysis and our vision for the future to shift staff time and resources to high-value activities.

3. Grantwriting:

develop the fundraising case, write boilerplate (generic proposal narrative), create a grants calendar, apply for grants

4. Donors:

develop the existing donor base, identify prospective major donors and being working the donor pipeline.

5. Corporate Sponsorships:

continue working the sponsorship pipeline.

6. Grow our board’s fundraising capacity:

add experienced development professionals, HNW or well-networked individuals to our BoD.

