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**INTERNATIONAL FRONTRUNNERS**

**MULTI-YEAR ACTION PLAN (2006 THROUGH 2010)**

*Regional Rep*

**Membership Services**

Offer members a leadership development opportunity at Annual General meeting as an incentive to attending as well as strategies to build their clubs *- Recog AGM*

Support individual IFR clubs through provision of services, including access to electronic newsletter with international, continental, specific-club information, a calendar of IFR club running events and activities, and a "Runners' Spotlight" to focus on specific contributions to GLBT running *club add items themselves  
Contributions from Rep.*

Facilitate the development and formation of individual running clubs through the provision of advice and guidance, "best practices", on-site involvement by regional rep's (where possible), governance documents, and other aids *update Starter kit*

Enhance content of calendar by getting input from member associations and researching other sources, as well as possible website advertising to offset webpage costs; cross-link with existing sports-/run-calendars, such as GLISA, FGG, *Comm Games, USAITF* *- what are the right links*

Regional Rep's in each geographic area to encourage individual clubs in their regions to submit details of various runs in their club areas, i.e., Pride Runs, particular fundraisers, signature runs of different sorts, etc

Continue to grow membership (both "real" and "virtual" clubs), with the goal of achieving the following:

- 40 new North American members (10 each fiscal year until 2010)
- 20 new Latin/South America members (5 each fiscal until 2010) *- Buenos Aires, Rio de J., Santiago, Sao Paulo, Florianopolis, Recife, San Jose*
- 8 new African members (2 each fiscal until 2010)
- 20 new Europe members (5 each fiscal until 2010)
- 12 new Asian members (3 each fiscal until 2010)

Pursue running outreach activities to promote membership from underrepresented regions and groups (Latin/South America, Africa, Asia, women, youth, seniors); support FrontWalkers' initiatives as they arise

*- IFR membership cards, centralized tools for membership*

Treasurer

## **Finance**

Increase revenue through increasing club membership and membership size, specifically in the number of clubs with 25+ members

Develop Sponsorship Strategy to obtain on-going operating funding to support Membership Services initiatives and assure development and sustainment of IFR website and electronic network

Secure corporate sponsorship with at least one international running-related organization in 2006/07, mindful of GLBT and "positive space" issues globally

Obtain project-specific funding from government/ foundations/private sector/sponsors for calendar enhancements, website alterations, best practices database, running-technical database, quarterly newsletter, interactive forum, and Annual General Meeting information

AGM workshop

## **Communications**

Refine promotional materials and ensure a wide distribution (cards, brochures, signage, banner, PDF)

Translate website into French and Spanish by end of calendar 2007 and into target Asian languages (e.g., Mandarin, Cantonese, Japanese, Korean) by end of calendar 2008

Use IFR calendar to promote benefits of IFR membership, club services, and to link to IFR member services (Forums, electronic meeting places, etc)

Communicate to members (and others) regularly through quarterly IFR newsletter, including providing governance information (e.g., Steering Committee, AGM notes), such as through a brief electronic alert to members to view information on the website

Refine and improve the content of the best practices database by tasking regional reps to canvass clubs to obtain such information (i.e., inclusion of under-represented demographics such as women, youth, Native, seniors)

Launch improved version of IFR web site in 2007

Publicize responsibilities of members of Steering Committee

## **Governance and Planning**

Allow electronic voting by club rep's for regional reps (as appropriate to each region only)

Add a new position to Steering Committee for Communications Officer

Comm. Off

President

Add new regional Representative positions in each continental area (Africa, Asia, South America) once two or more clubs are established in each area

Clarify the responsibilities of members of Steering Committee, such as

**President -**

- represent IFR to individual running clubs, related associations, other sports bodies, the running and general public as a whole
- develop sponsorship, partnering, and/or funding relationships with private sector, government, related associations
- in conjunction with Host City, plan and execute Annual General Meeting
- identify and resolve weaknesses or anomalies within the organization as a whole using appropriate means to do so

**Treasurer -**

- maintain proper accounting of IFR monies and resources
- approve and disburse funds according to agreed-upon priorities
- liaise with sponsor organization(s) to assure proper accounting of funds owing to IFR
- *send notice that annual subscription is payable*

**Secretary -**

- take Minutes of IFR meetings, whether they be face-to-face, telephonic, or other and provide same within two weeks of meeting
- assure Minutes are incorporated into the appropriate website section
- identify anomalies or omissions in reporting/reports due the Steering Committee and/or IFR
- *handle apps for new members*
- *receive Proxy into electronic voting*

**Regional Representatives -**

- represent the issues and directions of IFR to member clubs within their geographic scope
- maintain on-going direct contact with each club within the geographic area, *minimally on a quarterly basis*
- have a physical presence, where possible, at major events of member clubs
- assist with advice, guidance, governance, and "best practices" to forming or marginal clubs
- *required to attend AGM (outside extra-ordinary circumstances)*

**Delegates to Associated Organizations -**

- represent the issues of running and IFR on an on-going basis
- position IFR for optimum profile in GLBT sport community
- report quarterly in writing to members of the Steering Committee
- provide semi-annual updates for the Newsletter
- *required to attend Assoc org A. Meeting at least once.*

**Communications Officer/Newsletter Editor -**

- assure development of quarterly electronic Newsletter with suitable, timely, and geographically-relevant information
- identify for Steering Committee areas or clubs that appear to need direct intervention or assistance
- identify possible advertisers/sponsors of Newsletter and assist treasurer or President in securing same
- provide a semi-annual update to Steering Committee on progress of Newsletter and participate in Steering Committee as voting member
- *oversee website*

• *webmaster - removed?*

• ~~Where is membership?~~

## **Sport Technical**

Liaise with associated GLBT and other organizations to assure the participation of GLBT runners is welcome, safe, and respected

Seek opportunities to promote IFR and LGBT sport through mainstream vehicles (sport federations, sporting events, publications, media, college/university sport)

Create new relationships with mainstream sport federations and associations to establish reciprocal communications, recognition and sanctioning of IFR/member club events

Incorporate capacity of website to identify specific running requirements for sanctioned and non-sanctioned events, such as Boston Marathon, various Tri's Link calendar to a new database of sport-specific rules, regulations and sanctioning standards (searchable by sport and country)

Strengthen member relations by the provision of specific advice, guidance, and "best practices" to assist in getting or improving running activities within each club

Incorporate the area of Triathlon into the purview of IFR and support with appropriate technical and calendar data

## **Other**

- Research and compile a database of 'best practices' available through the web site (business plans, marketing strategies, outreach activities, sponsorship models, IFR club development tools, leadership development, administrative and legal templates, software and technology tools, etc.) **2**

## **OUTCOMES** - What our results looks like:

- Growth in the number of members and participants in IFR event \$
- A dynamic, supportive, financially viable IFR organization
- Local, regional, and International profile, visibility and brand recognition for IFR sports
- Legacy and capacity-building for IFR in running communities worldwide
- Successful partnership with mainstream running organizations and sponsors
- Enhancement of a global GLBT running community through exchange of knowledge and expertise, "best practices", networking opportunities, and support mechanisms