



# Princeton Athletic Club

of Princeton, New Jersey, Inc.

## Organizing Club Activities 2013 and Beyond

**W**hat is Princeton Athletic Club? Princeton Athletic Club (PAC) is a running club based in Princeton, New Jersey. PAC hosts a number of cross-country and track events each year. We get together to run occasional other times, too.

Athletics is the international term encompassing track and field, race walking, road running, cross-country, and trail and mountain running. PAC is a 501(c)3 nonprofit affiliated with Road Runners Club of America and USA Track and Field.

### How can I help? **Sign up and show up.**

**Events run on volunteers who sign up in advance.**

For group runs – announce your plan in advance – invite participation – and show up when you say.

Helping at organized events – answer the event director's call early – and show up.

Event directors – announce plans MONTHS in advance. Be specific that you want to lead an event. This is more complex – we have previous event plans to work from.

### How do I promote club activities? **Engage people one on one.**

Ask runners you **don't know** to participate. Also ask runners you do know, of course. Any event you go to, especially local ones, invite people to our races and runs.

**Put a flyer in a person's hands** and say “I hope you'll come to my club's race next month.”

- Putting a flyer in a person's hands is much more effective than leaving them on a table.
- Just ask a few people around you after the finish.

**Organizers should ask for help promoting activities.** Remind people of upcoming events where it would be easy and appropriate to promote our activities. Sometimes, it's worth a special effort to get a lot of flyers out at a particular event.

### How do I build the club? **Invite people to our events.**

**Invite frequent participants** – three races or group runs – to join.

Remind them that our events run on **volunteers who sign up in advance.**

**Remind “regulars”** at any activity to be full participants – members and volunteers.

Discourage hangers-on, those who come to lots of activities but are never able to help.