



Princeton Athletic Club

of Princeton, New Jersey, Inc.

Organizing Club Activities 2013 and Beyond

What 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.