

Suggestions to Increase Membership and Participation of Master Runners

Develop a successful LDR/XC circuit With Masters Category

- Launch LDR/XC Circuit with high quality, affordable races.
- Include a highly-visible masters element with appropriate awards.
- Promote the circuit events with running clubs, running stores, and USATF membership.
- Publish results on Association website and local running blogs.

Improve coordination and participation with local clubs

- Team competition is a huge driver of masters participation in the leading associations.
- Adopt team scoring and innovative awards.
- Encourage input and participation from local clubs; form an Athletes Advisory Committee.

Create more value for a USATF membership

- Negotiate discounts for USATF members at USATF Circuit Events.
- Pursue additional discounts with local running stores, sports facilities, and other retailers.
- Be creative – look for exclusive events with running celebrities, training lectures, accessibility to races, etc.
- Promote the benefits of USATF membership with local clubs, including Phidippides award.

Adopt and promote age-graded percentages to attract older runners

- Using age-graded scoring substantially increases the participation from the growing number of older runners. Largely because of age-grades scoring, about half of the participants in National USATF masters championships are over the age of 60.
- Work with timing companies to provide age-graded percentages at circuit events; provide masters prize money and other awards to age-grade winners.
- Help educate running population to age-graded percents (<http://www.runningprof.com/2015/11/don-leins-age-grading-articles.html>)

Increase Participation in National USATF Masters Events

- Be familiar with the National Masters Circuit; identify the best events to encourage local participation.
- Encourage successful running clubs and others to help sponsor local teams.
- Identify those who regularly age grade above 80%; encourage them to participate.
- Highlight the successes of local athletes who compete nationally.
- Set a participation goal for your Association, and work toward achieving it. As a start, it might be having two teams go to two National events.