

DC TRIATHLON CLUB



2012 Organizational Plan

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Mission



Mission

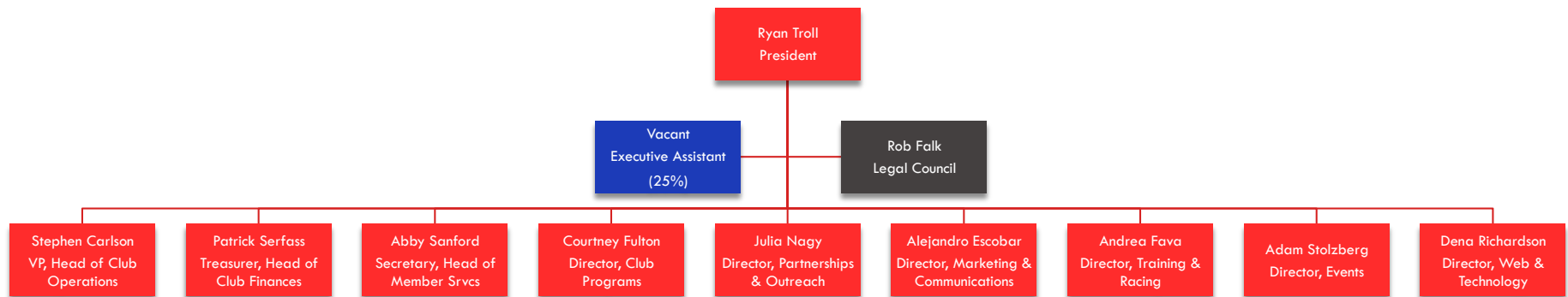


Foster camaraderie among local triathletes and build interest in the sport of triathlon throughout the Washington, D.C. metropolitan area

Leadership & Extended Teams



Leadership Team Structure



Elected Paid Vendor/ Partner Volunteer

President



Functional

- All applicable Officer duties as described in the bi-laws article V1, section 4)
- Provide the overall vision and direction of the club
- Maintain an external focus in order to cultivate DC Triathlon Club constituents
- Support each Director to carry out and fulfill their role successfully

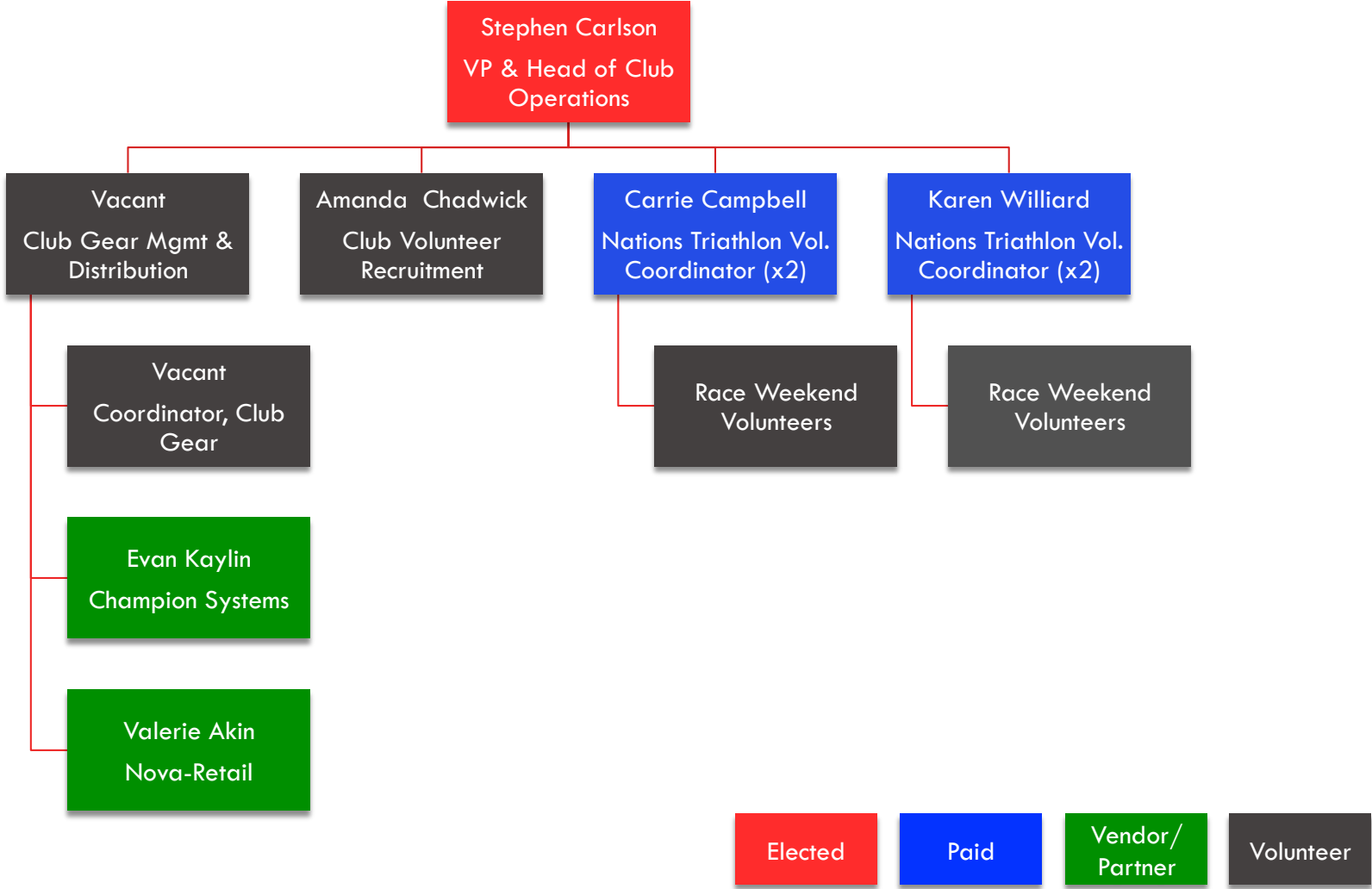
VP, Club Operations



Functional

- All applicable Officer duties as described in the bi-laws article V1, section 5)
- Volunteer recruitment and management (club & partner needs)
- Gear & SWAG management & distribution
- Vendor management (oversight role supporting other Board members)
- Permits management (oversight role supporting other Board members)
- Inventory management (i.e. tents, grills, gear, awards, swag, etc)

VP, Club Operations - Extended Team



Treasurer, Club Finances



Functional

- All applicable Officer duties as described in the bi-laws article V1, section 6)
- Develop and manage overall club budget
- Accounts payable and accounts receivable
- Manage PayPal account/vendor
- Financial oversight and justification for club investments (ex: new programs, capital assets, etc)

Treasurer, Finances - Extended Team



Patrick Serfass
Treasurer, Head of
Club Finances

Bobby Grohs
Tax matters, LLC

PayPal

Elected

Paid

Vendor/
Partner

Volunteer

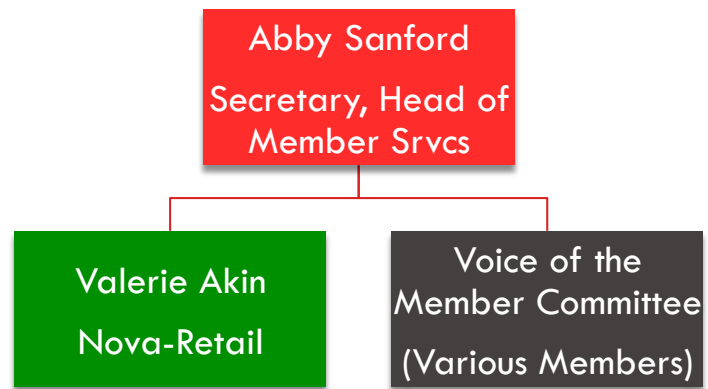
Secretary, Member Services



Functional

- All applicable Officer duties as described in the bi-laws article V1, section 7)
- New member on-boarding experience (i.e. welcome to club experience)
- Membership renewals
- Membership kits (new & renewing members)
- Member profile & key club metrics
- Customer service (ex: FAQ's, "Front-Line" for member inquiries and complaints, etc)
- Voice of the member committee – a group that represents the voice of our various segments of members across the club (ex: geographical, age, race, etc) responsible for identifying gaps/ opportunities across our club (shared responsibility with VP, Club Operations)

Secretary, Member Services - Extended Team



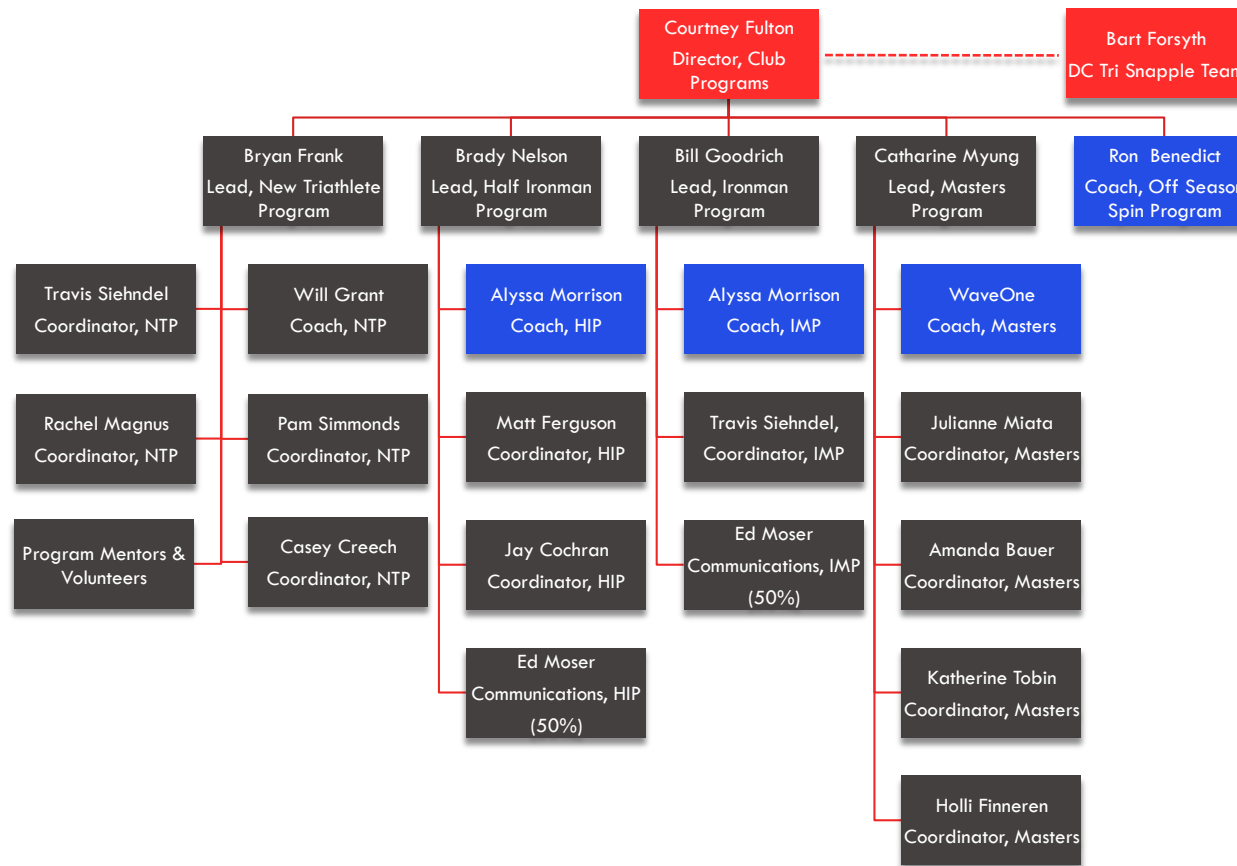
Club Programs



Functional

- New Triathlete Program (NTP) oversight
- Half Ironman Program (HIP) oversight
- Ironman Program (IMP) oversight
- Masters Swim Program (MSP) oversight
- Off Season Spin Program oversight
- DC Tri Snapple Team (joint oversight with Bart Forsyth from Team Snapple)

Club Programs - Extended Team



Elected
Paid
Vendor/
Partner
Volunteer

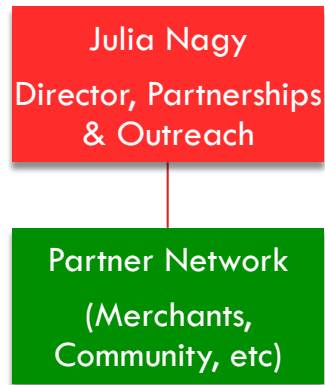
Partnerships & Outreach



Functional

- Cultivation of new and existing partnerships. Sunset expiring or outdated partnerships
- Development and maintenance of partnership contracts and MOU's
- Outreach and media relations
- Partner marketing efforts – ex: partner spotlight, partner ads on website, partners pages, etc (shared responsibility with Dir, Marketing & Communications)
- Member-exclusive partner events (shared responsibility with Dir, Events)

Partnerships & Outreach - Extended Team



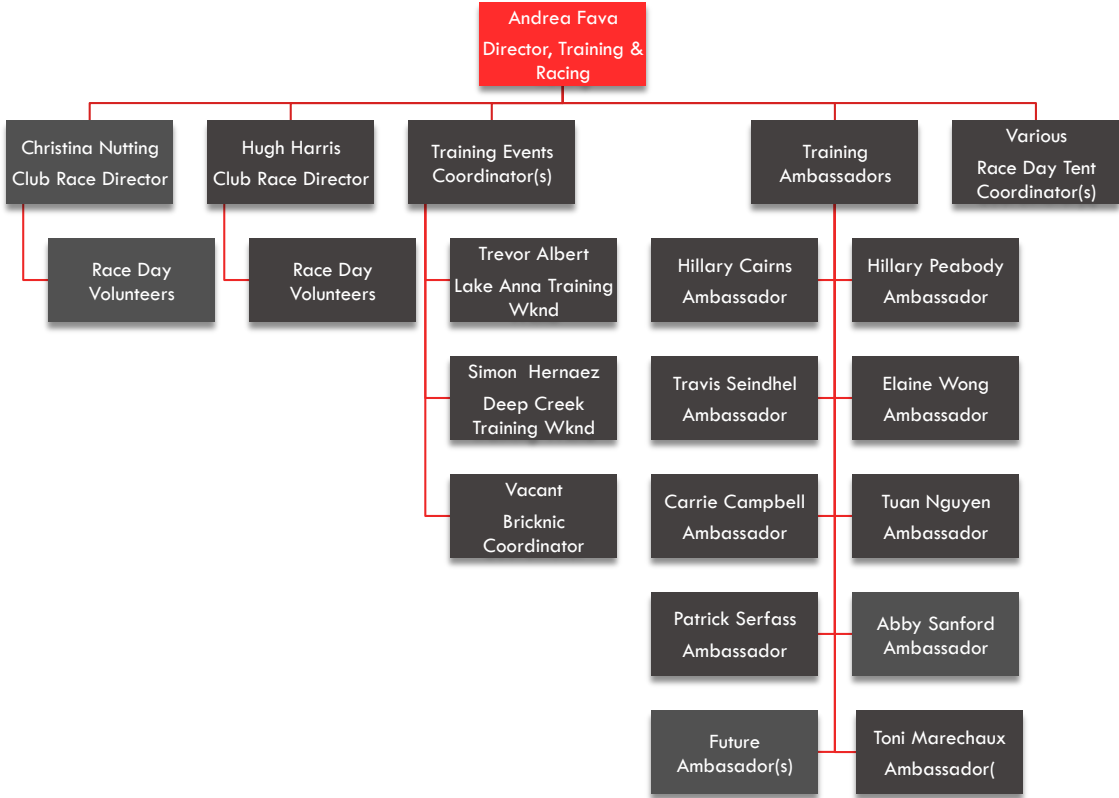
Training & Racing



Functional

- Club races (training tris, duathlons, time-trials, turkey trot, etc)
- Club training activities & training ambassadors
- Club training events – “training weekends, bricknic’s, etc” (joint responsibility with Director, Events)
- Race committee - a group responsible for our club's presence at a select number of local, regional and national races

Training & Racing - Extended Team



Elected
Paid
Vendor/
Partner
Volunteer

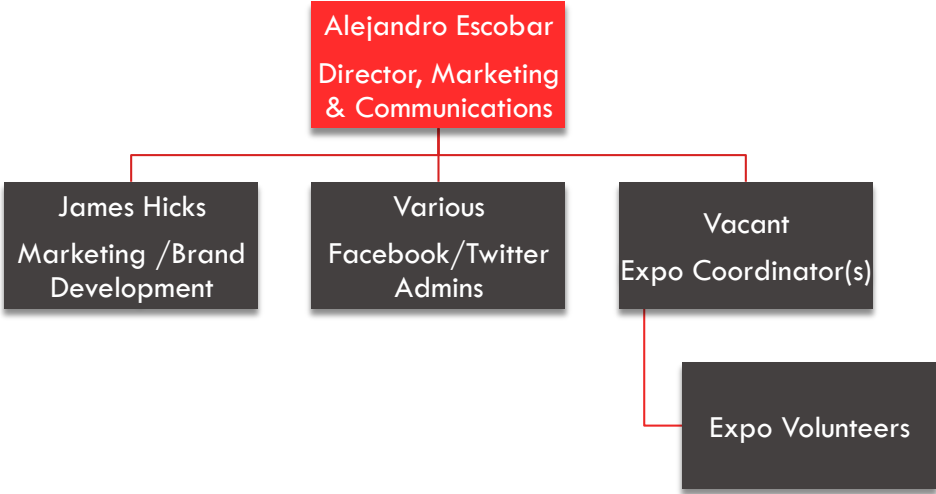
Marketing & Communications



Functional

- Internal member communications (weekly club newsletter, special announcements, etc)
- Social media presence and growth
- Club marketing efforts – ex: collateral development, discount/offer positioning, etc (shared responsibility with Dir, Partnerships & Outreach)
- Expo presence – ex: Multisport Expo, Nations Triathlon, DC Triathlon, etc (lead role however a shared responsibility across all of Board)

Marketing & Communications - Extended Team



- Elected
- Paid
- Vendor/ Partner
- Volunteer

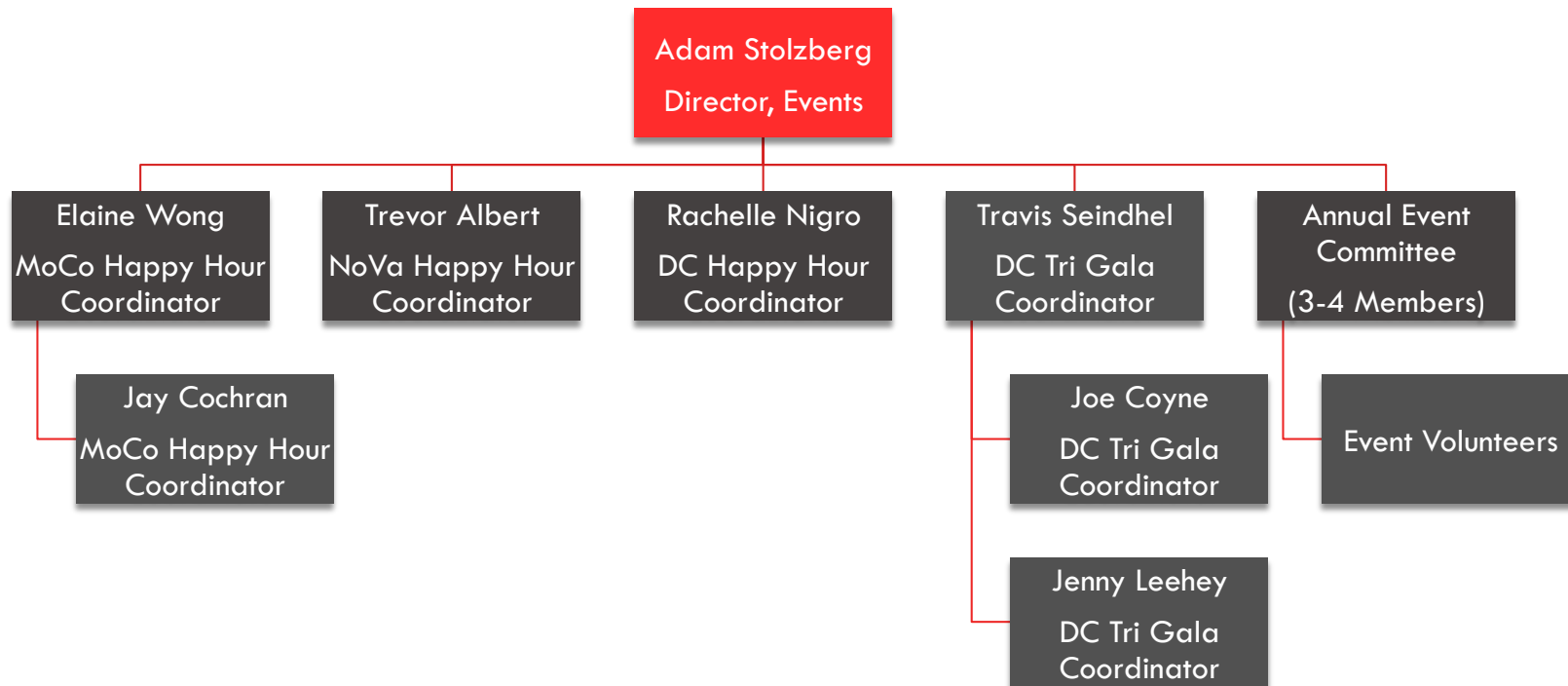
Club Events



Functional

- Club happy hours & social events
- Exclusive members-only events w/ partners (joint responsibilities with Dir, Partnerships & Outreach)
- Club training events – “training weekends, bricknic’s, etc” (joint responsibilities with Dir, Training & Races)
- Annual event (committee)

Club Events - Extended Team



Elected

Paid

Vendor/
Partner

Volunteer


Web & Technology



Functional

- Main point of contact for website issues, ensure issue resolution with web administrator
- Manage club's web administrator/vendor (BlueOnBlue)
- Manage and advance the club's website roadmap/projects
- Manage and advance the club's technology capabilities

Web & Technology - Extended Team



Dena Richardson
Director, Web &
Technology

Eric Goetz
Web Development,
BlueOnBlue

Elected

Paid

Vendor/
Partner

Volunteer

2012 Goals & Priorities



2012 Organizational Goals



Engage

- Focus on engaging members with our club's discounts, benefits, and offerings.
- **Target:** At least 60% of our active members engage with the club in at least one way

Retain

- Focus on retaining the members we have.
- **Target:** Overall member renewal rate of at least 60%

Build Capacity

- Focus on enhancing/creating the operational capacities to support our growing club
- **Target:** Invest the necessary capital into web and operational projects
- **Target:** Grow "extended leadership team" to at least 30 resources

2012 Priorities – Focus On These First

Strategic Focus	Engage	Retain	Capacity	Priority Rating
Establish a “featured race” strategy (including featured Ironman)	X			2.60
Engage in bike and triathlon advocacy	X			2.39
Develop partnership tiers and expand scope of partners	X	X		2.26
Enhance club programs w/ shared best practices from NTP	X			2.26
Optimize gear ordering and fulfillment (streamline vendors + process)			X	2.22
Invest club savings to drive strategic web development projects	X	X	X	2.19
Build out training ambassadors program	X	X		2.15
Develop a newbie “acclimation” strategy including a “newbie” team	X			2.00
Develop & launch member meeting (includes new member orientation)	X			1.96
Drive a whole-sale transformation of the membership process (front-end experience, back end process, automations, auto-renewals & reporting)			X	1.93

2012 Priorities – Stretch Areas

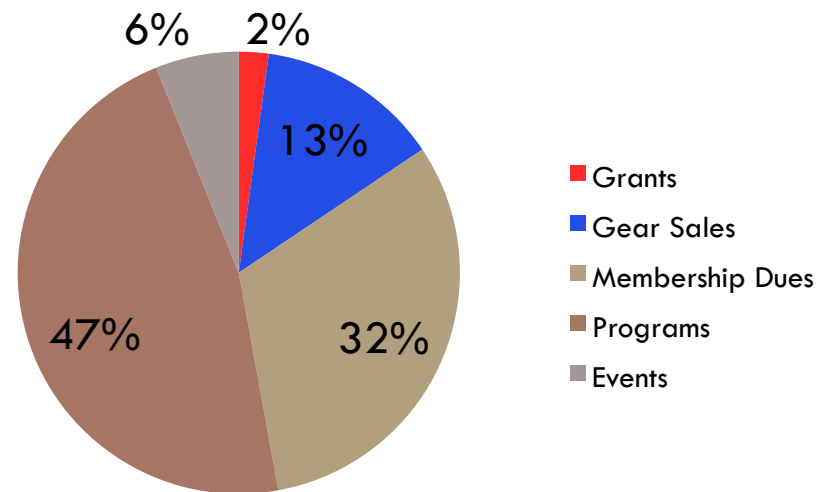
Strategic Focus	Engage	Retain	Capacity	Priority Rating
Develop and launch NTP class 2	X			1.89
Establish a “welcome to the club” and “thank you for renewing” email	X	X		1.78
Evaluate and restructure membership options & dues		X		1.67
Establish a regional/chapters strategy (ex: MoCo, NoVa, etc)	X	X	X	1.61
Improve customer service (membership services)	X	X	X	1.58
Assess the need for a brand refresh for club	X	X		1.56
Create an inventory management approach for club			X	1.50
Ramp up club marketing efforts	X	X		1.37
Develop a volunteer training program (ex: train the trainer)			X	1.27
Identify & hire a part-time executive assistant			X	1.15
Develop and launch a member feedback survey	X			0.77

2012 Revenue & Budget



2012 Revenue Projections

Revenue Source	Projection
Grants (Public & Support)	\$3,000
Gear Sales	\$18,500
Membership Dues	\$43,500
Programs	\$64,500
Events (Training & Social)	\$8,400
Total Estimated Revenue:	\$137,900



2012 Budget Estimates

Budget Category	Projection
Business Expenses & Contracts	\$800
Facilities & Equipment	\$4,300
Club Operations	\$18,800
Other Expenses (Marketing, Travel, Conferences)	\$4,700
Membership Kits	\$22,300
Club Gear	\$27,700
Events	\$12,900
Volunteers	\$3,600
Programs	\$31,300
DC Tri Snapple Team	\$10,000
Total Budget Estimate:	\$136,800

