**KEEP ON RUNNING – INFORMATON PACK**

**WHAT IS THE KEEP ON RUNNING CAMPAIGN?**

The Keep on Running campaign promotes athletics and running nationally. It directs new or returning runners to their local club or jogging group to maintain their motivation and participation.

All clubs and groups that sign up to the campaign are listed on the Keep on Running pages on both of our websites, arranged by local authority area:

[Keep on Running on the scottishathletics website](https://www.scottishathletics.org.uk/athletes/keep-on-running/)

[Keep on Running on the jogscotland website](https://jogscotland.org.uk/joggers/keep-on-running/)

Your profile on the campaign website will direct people to you in whichever way you choose e.g. club/group website, social media page or contact email. You will decide if new participants will join you face-to-face, virtually or both.

We will promote the campaign through our channels, and resources are available for you to use on the Keep on Running Resources pages, including posters, template press releases and social media posts, to promote your club/group locally.

[Keep on Running Resources on the scottishathletics website](https://www.scottishathletics.org.uk/athletes/keep-on-running/keep-on-running-resources/)

[Keep on Running Resources on the jogscotland website](https://jogscotland.org.uk/joggers/keep-on-running/keep-on-running-resources/)

**WHAT DO WE DO IF WE WANT TO TAKE PART?**

**Join**

Sign your group or club up to the campaign by [clicking here.](https://forms.gle/Cy743xjcymDrf1L16) Clubs and groups that complete the form will be added to the campaign pages, organised by local authority.

**How?**

Decide whether you’ll be able to welcome new people face-to-face or virtually, or both. The virtual option is there for clubs/groups which don’t have the capacity right now to add new members to their existing training sessions, but want to connect with new runners while they are still keen. It could be as simple as posting fun challenges via your facebook group, or as structured as a week-by-week training plan. See the ‘Useful resources’ section at the end of this information pack for the link to download our ‘Tips for offering virtual sessions’.

At the links below are case studies from clubs and groups that have recruited new members during periods when lockdown restrictions allowed:

[Garscube Harriers](https://www.scottishathletics.org.uk/58315-2/)

[Springburn Harriers](https://www.scottishathletics.org.uk/spring-in-their-steps-springburn-harriers-still-growing/)

[Harmeny AC](https://www.scottishathletics.org.uk/57285-2/)

[Anster Allsorts](https://jogscotland.org.uk/anster-allsorts-our-return-to-group-jogging/)

Decide what you’ll offer new members – e.g.

* For beginners - jogscotland Learn to Run plans <https://jogscotland.org.uk/joggers/learn-to-run-or-walk-for-fitness/> or Couch to 5K.
* For existing runners – will you have pre-set ability groups, or will you ask their existing level/goals and provide an appropriate training plan? Will it be a progressive week-by-week plan, or a series of one-off sessions such as interval training, hill reps etc.?

Some other things to think about:

* Will you charge people to attend? There is no cost for clubs or groups to sign up to Keep on Running. If you are offering training in a club/group setting, you may have a membership fee or training fee in place already. Consider if you would offer a free trial period or a discounted fee for newcomers.
* How else can they engage with fellow members e.g. social media, social runs? This is especially important if your new members will be in a group of their own rather than part of general training sessions.
* What further opportunities does the club or group offer e.g. competitions, events?
* If your sessions are virtual, include information on how they join sessions, how they will receive training plans, how you will review their progress.

**When?**

If accepting new runners in person (rather than virtually), decide whether you’ll welcome these runners on your regular training nights, or in alternative slots. Will new runners be able to join weekly or monthly? Consider how new members will book in advance? It’s a good idea to hold a welcome session specifically for new members so they can meet some people and find out a bit more about the club/group. You can give them a welcome sheet with some basic information to take away (see below).

**Who?** Identify a coach or jog leader to be the main point of contact, to welcome and induct new members. Think about which other coaches or jog leaders could support your sessions for the potential new members.

**HOW DO WE PROMOTE OUR SESSIONS?**

**scottish**athletics and jog**scotland** will promote the Keep on Running campaign via our own channels, while you promote it locally. Some ideas:

* On your website and social media. You might also consider some targeted ads on social media – look for the ‘Promote’ button on your facebook page.
* Via word of mouth – ask your club/group members to share your social posts and encourage their friends and family to come along.
* Use **scottish**athletics and jog**scotland** poster templates <https://www.scottishathletics.org.uk/clubs/club-support/promotional-resources/> and place these in gyms, leisure centres, doctors surgeries, supermarket noticeboards, libraries, park noticeboards, etc. If you’re looking for beginners, think out of the box and place posters in places where non-runners might see them – pubs, bookies or takeaways, for example!
* Use the press release template to send a story to your local newspapers.
* Create a welcome sheet with info such as contact details, training days and times, what to wear and where to meet, what training will involve, for potential new runners.

**WHAT NEXT?**

Please do not hesitate to get in touch with the Development Team if you would like any further support [development@scottishathletics.org.uk](mailto:development@scottishathletics.org.uk).