

BUILD A COMMUNITY PEOPLE WANT TO COME BACK TO

HOW TO START A RUN CLUB OR EVENT.

A practical guide to choosing the right location, building local partnerships, creating a mission, welcoming the crowd and turning real moments into lasting momentum.



01 - LOCATION

PICK A LOCATION THAT CAN HOLD THE MOMENT.

The venue shapes the entire experience. Choose a place that can comfortably handle the crowd, create energy and give people a reason to stay after the run or event ends.

01

Room for the crowd

Plan for parking, bathrooms, check-in, standing room and a clear gathering point. Never let success become a safety or service problem.

02

Natural energy after the event

Bars and restaurants often work best because people can stay, eat, drink and build relationships instead of leaving the moment the activity ends.

03

A simple, safe route or layout

Use clear turns, good lighting, safe crossings and an easy meeting point. Build a weather backup when possible.

04

A recurring home base

A consistent place and time builds habit. People remember where to go, invite friends more easily and begin to feel ownership of the group.

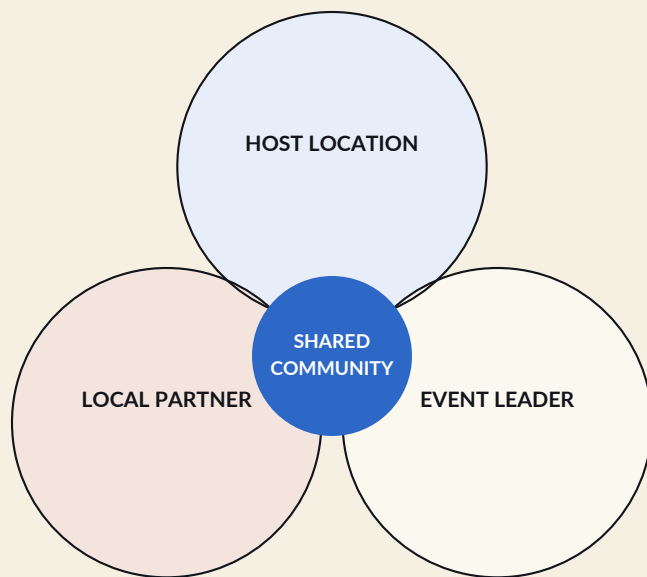
“ The best location is not only where people can meet. It is where they want to stay.

LOCATION PRINCIPLE

02 - PARTNERSHIPS

BUILD A PARTNERSHIP, NOT JUST A VENUE.

Do not stop with the location. Bring in another local business that adds experience. A strong event feels like a community collaboration.



PARTNER RULE

Every partner should contribute something clear: space, value, reach, operations or energy.

01 The host location

Provides the space, operational support and a place for the crowd to gather before and after.

02 The supporting business

Adds samples, recovery, music, prizes, expertise or another reason for its audience to participate.

03 The event leader

Owns the schedule, welcomes people, creates the energy and keeps the mission visible.

04 Everyone promotes

Use collaborative posts, shared stories, email, text and in-store conversation. Each partner brings a different circle.

03 - MISSION

GIVE PEOPLE A REASON TO SHOW UP.

People may arrive for a workout, but they stay for belonging. A clear mission turns a random meetup into something members can identify with, talk about and invite others into.

OUR MISSION

**TO MAKE MELBOURNE A
HEALTHIER AND HAPPIER
PLACE THROUGH FITNESS.**

01

Purpose creates identity

Use words like we, together and our community. People support what feels like part of who they are.

02

Make the promise visible

Free, welcoming and consistent are powerful promises. Repeat them until the community can repeat them for you.

03

Meaning matters more than miles

The workout is the activity. Connection, confidence and a healthier city are the larger outcome.

MISSION FORMULA

WE BRING [WHO] TOGETHER TO [ACTION]

SO OUR COMMUNITY CAN [RESULT].

04 - WORK THE CROWD

WORK THE CROWD. MAKE IT PERSONAL.

Very important: greet everyone. High fives, handshakes and hugs - when welcomed - make the group feel personal. Your friends and team should do the same so nobody feels invisible.

BEFORE

01

Stand near the entrance. Learn names. Introduce first-timers to someone immediately.

DURING

02

Circulate, encourage, connect people with similar pace or goals and keep the energy high.

AFTER

03

Celebrate the finish, take photos, thank people personally and ask them to return with a friend.

WHY THIS WORKS

NAMES

Recognition makes people feel seen.

WARMTH

Positive energy lowers social friction.

INTRODUCTIONS

One connection can turn a visitor into a regular.

RECIPROCITY

When people feel welcomed, they are more likely to participate and return.

“ Your team sets the temperature. If your people are welcoming, the crowd will become welcoming too.

BELONGING IS BUILT ON PURPOSE

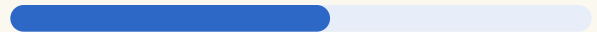
05 - MAKE IT FOR EVERYONE

DO NOT BE RIGID. MAKE IT FOR EVERYONE.

A community event grows when new people can picture themselves participating. Welcome every level, or create clear options so nobody has to guess whether they belong.

WALK

No-pressure social pace



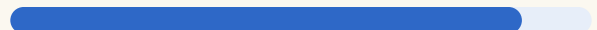
BEGINNER

Short route or run/walk



STANDARD

Main community route



ADVANCED

Faster pace or longer option



MAKE INCLUSION OPERATIONAL

- Name route leaders and a final sweeper.
- Explain every option before the start.
- Celebrate participation, not only speed.
- Do not let the fastest group control the culture.

06 - CONTENT AND REPOSTS

TURN REAL MOMENTS INTO THE NEXT CROWD.

Encourage people to post themselves at the run club or event. Capture the smiles, conversations, finishes and themed moments. People love to do what other people are doing - show them the experience.

01

Capture people, not empty setups

Real faces and real interaction sell the feeling of the event better than a flyer ever will.

02

Ask people to tag and share

Use a simple reminder at the start and finish. Repost quickly so members feel recognized.

03

Create themed events

Holiday runs, partner takeovers, costume nights and community challenges create moments worth sharing.



YOUR CITY RUN CLUB

FRIDAY NIGHT COMMUNITY RUN

STRONGER TOGETHER



TAG US + BRING SOMEONE NEXT WEEK

Liked by your community and 214 others

What a night. Thank you to everyone who moved, laughed and made a new connection. Same place next week - bring a friend.

REPOST THE PEOPLE WHO BUILD THE EVENT

THE RUN CLUB / EVENT STANDARD

Consistent home. Clear mission. Every person greeted. Every level welcomed. Every event documented.