**Grow to Impact Grant Proposal**

**Ohio Association of USATF**

**Overview**

The Ohio Association of USATF requests $5000.00 for one year to grow membership and clubs within the association. The Run, Jump, Throw Program will be offered to our youth athletes. The development of a campaign program will focus on over 18 and masters’ athletes and on bringing in new officials and new clubs.

The purpose of the Ohio Association is to encourage, improve and promote the sport of Amateur Track & Field in the State of Ohio. Over the past several years the Association has seen both a decline in membership, establishment of new clubs and new officials. Over the past 4 years the association saw a 33% decline in membership, 11 % decline in clubs and a 28% decline in officials.

**Goal**

“The goal of our project is to increase membership in all areas. This includes clubs, youth, over 18, master level athletes, and officials”

**Work Plan**

**Youth**

* Four one day Run, Jump, Throw Programs will be taken into either local high schools or recreation centers. To ensure equitable coverage within the Association, the RJT Program will be geographically distributed.
* Each program will target youth at the grade school, middle school and high school levels. Youth in attendance will receive a “Goodie Bag” with information about USATF and becoming a member of USATF Ohio.
* While the RJT programs are being conducted the Ohio Association will be reaching out to parents and adults in attendance and distributing information on becoming adult members and officials of USATF Ohio.
* Survey clubs that have not renewed their club membership to find out what issues made then not renew. Assist with the renewal process.

**Over 18 / Masters / Officials**

* Partner with local college meets to have a table set up with that has information for the collegiate athletes that don’t expect to compete at the professional level, but still want to be involved in the sport of track and field.
* Contact local gyms and fitness center for permission to run promotions to bring awareness to the master-level individuals training at these facilities about competition opportunities.
* Current members and local elite athletes will be conducting the sessions, working information tables, and reaching out to adults and parents during these planned events.
* Visit with high school track teams to discuss and present information on becoming a track and field official. For athletes that are not going on to compete at the collegiate level and want to stay involved in the sport of track and field.

**Key Performance Indicators**

* 20 or more youth participants at each one-day program.
* 10% increase in overall membership of adults and youth that became members through programs offered.
* 2 new clubs signed ups
* 5% increase in new memberships gained from social media advertisement
* 5% increase in new officials

**Use of Grant Money**

* Paid memberships paid by the Ohio Association for youth that attend the RJT programs
* Purchase of equipment needed for the RJT program
* Development and printing cost of flyers and local advertisement
* Startup money to assist in the development of new clubs
* Pay the rental fee for faculties use for the RJT programs