

BAREFOOT RUNNERS SOCIETY

GETTING STARTED INFO

Thank you for stepping up to lead a chapter of the Barefoot Runners Society.

Below, I have included some basic guidelines and info, as well as some tips to help you get things underway. You may want to print this out and step through it one item at a time to make sure you cover everything that needs to be done and understood.

SLOGAN:

- “Changing the running world one odd look at a time.”

MISSION:

- To offer resources that unite barefoot and minimalist runners from around the world;
- To promote barefoot running around the world and at race events as a competitive sport;
- To educate the running public on the health benefits of barefoot and minimalist running;
- To dispel the myths associated with barefoot running that negatively impact the sport.

VISION:

- Our vision is that there will be BRS chapters throughout the world that will offer support and resources to the barefoot and minimalist running community. As you know, it's comforting when you find others who share the same passion for running barefoot or minimal that you do. It is what binds us to one another and helps us to feel that we are not alone in this otherwise solitary experience.

GEOGRAPHICS:

- As your chapter grows, we will consider splitting your chapter into more geographically manageable and convenient groups. Be prepared for this to happen sometime in the future and to lose a few of your members at that time. Of course, if they prefer to stay with your chapter also, that is perfectly fine, since we allow members to join up to four chapters.

CHAPTER:

- I have promoted your member account to Admin of your chapter on the BRS site.
- Please visit your chapter's home page to personalize it with your own message. You will be able to change your home page greeting under **Chapter Tools > Edit Chapter** link.
- Visit your chapter to post a thread introducing yourself and let them know you are available to start scheduling some group runs. In the same message, ask them to add themselves to the **Member Map** on the site which will be helpful to you in determining where to hold your group runs.
- Using the **Post New Event** button in your chapter allows you to create an event that will appear on both the **Calendar** and in your chapter's **Upcoming Events** listing.
- You can contact members individually through their member info and selecting **Start a Conversation**.

- **We encourage you to be active in your chapter, so that those visiting see activity and do not assume the chapter is a dead chapter, therefore an inactive group.**

BRS CHAPTER PRESIDENTS GROUP:

- I have added you to the **Presidents** group. This group is reserved only for CPs to communicate with each other and share info and ideas about how to advance their chapters.

GROUP RUNS:

- It would be helpful to create a spreadsheet with each of your member's info (real name, BRS account/screen name, city, phone number, email address, etc.), and be sure to keep it updated as new members join.
- When you are ready to start scheduling runs or events, and if you are not near the locations where the majority of your members are, please recruit a volunteer to act as contact for you for those runs. You are not expected to be at each run in all locations, as we understand this is impossible.
- If you would like help organizing group runs, etc., please let me know, and I will find someone to co-chair the position with you, or feel free to select someone you know whom you would like to help out, just let us know about them first.
- **We encourage you to be consistent in planning group runs/meetups at least once per month. If you are able to, consider holding one group run on a Saturday and one on a Sunday. This will help to give your members more options of days they can attend.**

BRS RESOURCES:

Forums: The most active forums going on barefoot and minimalist talk. Learn and grow with other members, new and veteran alike, as you transition to healthy running. We have forums for Barefoot & Minimalist Running; Ask the Docs; Gear & Footwear; Health, Nutrition, Injuries & Medical Conditions, Mileage Reporting, New Member Introductions, Races & Events, the Barefoot Pub, and more.

Chapter Clubs: Join in on group runs and races with other members in your area or head up a chapter in your area and arrange meetups. Each of our chapters has a private forum and web site where upcoming calendar events and news is shared.

Calendar of Events: Stay informed on the barefoot and minimalist running, racing, and meetup events taking place around the country, in your area, and where you may be traveling to.

Ask the Docs Forum: Get answers from medical professionals about your barefoot or minimalist living and running health (one MD, two podiatrists, and three chiropractors).

Map of Barefoot-Friendly Doctors & Specialists: Find a doctor or specialist near you who won't treat you like an outcast for your running-style, or you can share those barefoot-friendly docs you learn of with the rest of us.

Member Map: Put yourself on the map, and locate friends and mentors in your area to run with.

Map of Barefoot Running Instructors: For those who need an extra bit of help and some one-on-one instruction.

Product Reviews: Share your experiences and rate a product you may have tested--gear & footwear--and read what others are saying about products you may be interested in buying.

Course Reviews: Rate a course, trail, or race on barefoot-friendliness you have experienced, so others will know what to expect should they want to run it too.

Home Page News: Stay informed on the latest in barefoot and minimalist running and the news that impacts our sport.

Blogging: Share your experiences with others or learn more about your friends' personal triumphs and trials in an all-inclusive place.

Library (being readded): Review our Library, fast becoming THE go-to source for academic research and info on the benefits of barefoot and minimalist running, review how-to instructionals, and learn safe transitioning through Barefoot Running 101.

Mileage Clubs & Mileage Reporting: Be inspired and motivated by logging your barefoot and/or minimalist running miles and inspire and motivate others along the way. Earn a merit award at the end of the year to display proudly or keep as a memento of your hard work and efforts.

International Barefoot Running Day™ (IBRD™): Annually, barefoot runners get together all over the world to share camaraderie, express unity, and share with the world an alternative, viable way to run.

Stomp of Approval Program™: The BRS's Stomp of Approval™ is given to those individuals, organizations, and running events that show support for barefoot and minimalist running to display on their sites.

Communication: Communicate with other members through private messaging.

OTHER:

- We are a barefoot AND minimalist running club first and foremost.
- The relationship between the BRS parent and the BRS chapters will function as an affiliation.
- No member of a BRS chapter will be paid a salary or an hourly wage, all efforts are voluntary.
- The resources we offer you are at no charge to you. Down the road, what your chapter chooses to do will be an expense for which your chapter is responsible.
- It is expected that each chapter will operate in a responsible, civil, and ethical manner. We ask that you and your members behave in a respectful manner and follow the law as they pertain to all your activities.
- Be sure to represent your chapter as a solid club available to support barefoot AND minimalist runners in your area, one that has the backing of the parent BRS.
- If at anytime a member wishes to exit your local chapter, please let us know why, but do encourage them to stay on with the BRS parent.
- The BRS would prefer runners to learn a healthy barefoot running form first, one that will be unique to them, and then don footwear as/when needed. This is not to say that we will only support barefoot running. We support barefoot AND minimalist runners. However, we have learned through combined experiences over the past few years that in order to keep injuries down, it is best to learn how to run by feeling the terrain below, as it will guide you on how to step, where to step, and where to place your weight over your step.

- If you will be offering barefoot running technique to your members, we ask that you just keep one thing in mind, as you already know: The BRS recognizes that after instruction and critique are given, each person will have a unique approach to what is proper for them. I always say a proper running form is one that doesn't injure you...and puts a smile on your face. ;-)
- At any time you would like to step down as Chapter President and have someone else assume your role, please let me know right away. No hard feelings.

We thank you for stepping up. If you have any questions or need any help, please let me know. That's what I'm here for.

Thanks much,

TJ