



Lakeland Ridge Runners

ATV Club 60 est. 2025

Lakeland Ridge Runners (LLRR) ATV Club - 5 Year Plan and Goals

Year 1: Foundation and Membership Growth Goals:

1. Establish Club Identity and Structure

- Finalize club name, logo, mission statement, and bylaws.
- Set up club leadership roles (president, vice president, treasurer, secretary, directors).
- Register the club as a legal entity if required (nonprofit, LLC, etc.).

2. Membership Growth

- Create an easy-to-navigate website and active social media pages.
- Encourage word-of-mouth and networking referrals.
- Host monthly meetings to engage new members.
- Set up an online registration system for events and memberships.

3. Trail Building

- Partner with local authorities and landowners to ensure access to existing woods roads, riding trails and facilities.
- Begin a trail maintenance program (cleaning up trails, marking hazards, mapping routes).
- Determine finance opportunities to assist building trail infrastructure during this first year.

4. Engagement and Events

- Organize “Introduction to ATV Riding” events for beginners, where members can learn about safety, maintenance, and riding techniques.

- Plan regular local trail rides or group meet-ups to increase member interaction.
- Establish relationships with local businesses for sponsorships, discounts, or partnerships (dealerships, repair shops, etc.).

4. Safety and Education

- Partner with Quad NB and RCMP to offer ATV safety courses and workshops.
- Set up a buddy system for new members to pair with experienced riders.
- Distribute safety materials (e.g., riding gear, safety tips, first-aid kits).

Year 2:

Infrastructure and Local Community Integration Goals:

1. Trail Maintenance and Expansion

- Continue partnerships with local authorities and landowners to expand riding trails and facilities.
- Review trail maintenance program (cleaning up trails, marking hazards, mapping routes) and adjust where necessary.
- Continue investigating opportunities to create new trails or expand existing ones.

2. Community Engagement

- Establish a strong presence in the local community (e.g., support for charity rides, local environmental initiatives).
- Host an annual ATV-related event (e.g., ATV rally's) to increase visibility and attract new members.
- Engage with local schools to introduce youth to ATV riding through educational events.

3. Merchandise and Fundraising

- Create club-branded merchandise (T-shirts, hats, stickers) to sell to members.
- Plan a fundraising event, such as a raffle, silent auction, or outdoor BBQ, to raise money for trail development, club activities, or charity causes.

Regular Rides and Social Events

- Organize themed rides (e.g., night rides, scenic rides, family-friendly rides) to keep members engaged.
- Plan social events such as BBQs, holiday parties, or camping weekends for club bonding.

Year 3: Expansion and Professional Development Goals:

1. Partnerships and Sponsorships

- Establish long-term relationships with major ATV-related brands for sponsorships or equipment donations (ATV dealerships, manufacturers, insurance companies).
- Seek out national or regional partners for joint events or promotions (e.g., national ATV tours, contests).

2. Training and Certifications

- Provide additional training programs for advanced riders (e.g., off-road driving courses, mechanic workshops, first aid training).
- Create club certification programs for members who demonstrate expertise in certain areas (e.g., trail maintenance, riding safety, membership building).

3. Regional Expansion

- Explore and expand membership to nearby regions or counties to grow the club.
- Develop partnerships with other ATV clubs to host joint events or competitions.

4. Improve Club Infrastructure

- Set up a membership database to track dues, renewals, and communications.
- Launch a club newsletter or digital magazine with event recaps, upcoming rides, and member stories.
- Invest in an ATV trailer or van for transporting equipment or supporting events.

Year 4: Sustainability and Advocacy Goals:

1. Environmental Stewardship and Advocacy

- Establish an environmental protection policy to ensure sustainable trail riding and responsible off-roading.
- Lead efforts for trail cleanups, wildlife preservation initiatives, and educational campaigns about minimizing the environmental impact of ATV riding.
- Advocate for responsible ATV policies and laws at the local or regional government level (e.g., regulations for trail usage, safety requirements).

2. Safety and Risk Management

- Develop a formal safety policy, including risk management plans for group rides.
- Regularly update safety training programs and encourage members to attend refresher courses.
- Promote insurance options for riders and maintain a network of reputable repair and safety service providers.

3. Financial Stability and Long-Term Planning

- Establish an endowment or savings fund for future club activities, trail improvements, or emergency needs.
- Explore options for more grants or funding from government agencies or private organizations.
- Assess the club's financial health, and consider increasing membership dues or adding new revenue streams (e.g., paid advanced courses, specialty rides).

Year 5: Legacy and Provincial Influence Goals:

1. Host a Provincial Level Event

- Host a major ATV event, single or multi-day rally.
- Collaborate with other regional ATV clubs, manufacturers, and outdoor brands for sponsorship, attendance, and promotion.

2. Provincial Advocacy and Influence

- Join provincial ATV organizations to advocate for the rights of riders

and preserve public access to off-roading spaces.

- Launch a provincial awareness campaign focused on ATV safety, environmental conservation, and responsible riding.

3. Club Legacy and Transition

- Review club's growth and successes over the past five years and make necessary adjustments for sustainability.
- Succession planning: Prepare the next generation of club leaders to take over roles, ensuring a smooth transition as key members move on or retire.
- Create a comprehensive history or yearbook of the club's journey to celebrate milestones and preserve the club's legacy.

4. Global Expansion and Networking

- Begin reaching out to international ATV organizations for partnerships or cross-border events.
- Explore potential for global ATV tours or experiences for advanced members.

Ongoing Evaluation:

- **Regular Member Feedback:** At monthly meetings or during ATV rallies, obtain feedback from trail users and membership determining improvements.
- **Annual Reviews:** At the end of each year, review the plan, assess progress, and adjust goals as necessary.
- **Adapting to Industry Trends:** Keep an eye on emerging ATV technologies, safety protocols, and regulations to ensure the club stays up-To-date.

By the end of this five-year journey, LLRR ATV club will ideally be a well-recognized, thriving organization that promotes safe, fun, and responsible ATV riding while contributing positively to both the ATV community and local environments.