

Girls on the Run FY 2017-2021 Strategic Map

Vision

Girls on the Run empowers girls to know and activate their limitless potential

Marathon Goals

Our organization is relevant and engaging.

By 2021, GOTR reaches 80% of US population.

Our mission-based programs are accessible to any person who wants to participate.

By 2021, two million girls will have experienced Girls on the Run.

Our organization is known and respected.

By 2021, the curricula has a measurable impact on the 5 C's, physical activity and sedentary behavior.

Strategic Imperatives

Extend to communities that have traditionally not had access to programming

Optimize council infrastructure to ensure sustainability and operational excellence

Develop new programmatic, operational and merchandise initiatives to diversify revenue streams

Leverage technology to ensure efficiency and effectiveness across organization

Implement processes to ensure program quality, integrity and demand.

Reflection

Improve brand awareness and favorability

Exceed revenue goals

Validate program effectiveness via longitudinal study and other measures

Strengthen councils on established metrics

Measure program participation, retention and growth

FY2017 Mile Markers

Marketing:

- Drive internal adoption of organizational initiatives
- Create stakeholder engagement strategy
- Ensure digital properties are user-friendly and responsive

Operations:

- Address council formation/expansion
- Attract and retain top talent
- Leverage scale and technology to support GOTRI and council needs

Programming & Evaluation:

- Expand programming options
- Deliver national Coach Training
- Conduct Longitudinal Study
- Improve coach diversity

Partnerships & Development:

- Collaborate with councils to ensure successful fund development outcomes at national and local level
- Elevate GOTRI board support
- Improve fund development technology

Our Compass

Maintain a culture of inclusiveness that honors our core values while scaling the organization