

GIRLS ON THE RUN NEW JERSEY EAST 2021-2025 STRATEGIC MAP

Our Mission

We inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running

Our Vision

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Our Core Values

- Recognize our power and responsibility to be intentional in our decision making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism and gratitude through our words, thoughts and actions
- Lead with an open heart and assume positive intent
- Nurture our physical, emotional and spiritual health
- Stand up for ourselves and others

Deliver high impact programming

- 1. Ensure stable volunteer structure**
 - 1.1 Drive volunteer retention by mitigating drop out and continuing to assess additional support needed for Volunteers. Explore opportunities for virtual training opportunities to remove barriers to entry for coaches.
 - 1.2 Create demographically and talent diverse pipeline for board leadership and other meaningful opportunities for volunteers to serve GOTR. Goal of 50% (NJE county benchmark) of board & staff members to be people of color by 2025.
 - 1.3 Diversify (racially/ethnicity/socioeconomically/other) coaching pool to more closely mirror the communities we are serving. Goal of 50% of coaches to be people of color by 2025 (NJE county benchmark). Explore other means of diversity measurement.
- 2. Deliver high quality, socially relevant programming to all girls served by GOTR NJE**
 - 2.1 Implement curriculum rotation schedule to mix up program delivery by season and encourage higher girl repeat rate.
 - 2.2 Explore and identify ways to adapt the curriculum for underserved populations so it is relevant and relatable.
 - 2.3 Effectively pivot program operations to continue serving girls during times of crisis (COVID).
 - 2.4 Continue to shore up operational infrastructure to best service evolving program needs.
 - 2.5 Regularly solicit and implement feedback from all stakeholders to identify program enhancement opportunities between girls, families and GOTR NJE.

Serve 2,238 girls annually by 2025

- 3. Serve more girls in underserved communities**
 - 3.1 Develop and iterate scalable opportunities with community partners such as YMCAs, B&GC, churches, hospitals and community partners to serve a more socio- economic and racially diverse group of girls.
 - 3.2 Serve 22 EGCR sites annually by 2025. Goal of 50% of girls to be people of color by 2025 (NJE county benchmark, Girls 5-9). Continue to assess other measures of equity.
 - 3.3 Increase scholarship rate to GOTR's average of 26% by 2025.(GOTR's T5 benchmark goal= 30%)
- 4. Serve more girls across existing geographies and in full fee sites**
 - 4.1 Increase fill rate at existing sites.
 - 4.2 Further saturate county footprint by launching 16 new sites by 2025. Focus site expansion efforts to optimize towards park based programming.
 - 4.3 Launch new program delivery options including Camp GOTR to expand program offerings and opportunities to serve girls.
- 5. Understand longer term demand for alternative program delivery as a means of serving more girls**
 - 5.1 Assess appetite for virtual programming as a complement to program delivery post COVID.
 - 5.2 Offer virtual programming to complement sites to bridge communities and combine unfilled sites.
 - 5.3 Utilize virtual programming to reach girls in underserved communities if logistical challenges prevent from in person programming.
- 6. Increase GOTR NJE's brand recognition and favorability. Make GOTR a household name**
 - 6.1 Elevate GOTR NJE's exposure in the community via marketing, PR, and high impact relationships/affiliations.
 - 6.2 Dynamically position GOTR NJE to break through the currently cluttered after school market. Effectively Communicate GOTR's position as a premier and unique SEL program.
 - 6.3 Ensure all marketing materials and messaging are inclusive to underrepresented populations.

Invest in girls through development and funding sources

- 7. Diversify funding sources so registration fees are 45% (GOTR's T5 benchmark) of revenue by 2025**
 - 7.1 Improve relationships with corporate and major individual donors to increase their giving rate by 100% by 2025 (benchmark 2019 level).
 - 7.2 Increase revenue through special fundraising events by 100% by 2025 (benchmark 2019).
- 8. Drive grant revenue to serve underserved communities**
 - 8.1 Increase foundation giving and align to scholarship need across our county footprint.
 - 8.2 Create partnerships with other mission giving organizations such as B&GCs to position towards jointly funding sites.

IDEA

9. Continue to train Staff & Board and hold organization accountable for ongoing IDEA initiatives.

9.1 Create benchmarks and ongoing measurement for IDEA

9.2 Launch ongoing IDEA interactive forum.