

Girls on the Run FY2022 -FY2023 Strategic Map

**Our
Compass**

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

Vision

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

**Marathon
Goals**

**Our organization is inclusive,
diverse, equitable and
accessible.**

**By 2023, all councils have a
strategic plan that incorporates
HQ's IDEA imperatives.**

**Our council network is
strong and positioned for
growth.**

**By 2023, all councils reach or
exceed 2019 annual revenue
and girls served.**

**Our organization is
known and respected.**

**By 2023, aided awareness
of Girls on the Run
increases by 50% with a
NPS of at least +70**

**Strategic
Imperatives**

PROGRAMMING
Build back core
programming to
deepen impact
and widen
access.

PEOPLE
Attract,
prepare and
retain strong,
diverse
leadership to
ensure
operational
excellence

FINANCIAL HEALTH
Optimize initiatives
that strengthen
earned and
contributed
revenue to ensure
financial health
and sustainability

CULTURE
Reinforce a
culture of
connection,
performance,
belonging
and
collaboration

COUNCIL HEALTH
Develop resources
and provide
strategic support
to ensure council
sustainability and
satisfaction

**BRAND
AWARENESS**
Increase and
diversify
audience,
strengthen
engagement
and enhance
reputation

**FY22
HQ Goals**

Release
new/revised
culturally
responsive
programs by
June 2022

50% of new
hires (July
2021 - June
2022) at HQ
are BIPOC

HQ
revenue of
\$6.7
million in
FY22

Disaggregated Best
Places to Work
annual results
validate culture is
welcoming to all

Councils
serve 140K
girls in
FY22

5.75B media impressions,
500K website sessions ,
develop a framework for
measuring and growing
diversity of audience