

# Girls on the Run FY2027-2029 Strategic Map

<p><b>Our Compass</b></p>	<p>Maintain a culture of belonging that honors our core values while scaling the organization</p>						
<p><b>Vision</b></p>	<p>Girls on the Run empowers girls to know and activate their limitless potential</p>						
<p><b>Marathon Goals</b></p>	<p>Girls, families, and communities have access to meaningful experiences through GOTR programs, events, and resources. <i>By 2029, over a million people access GOTR each year</i></p>		<p>Our council network is strong and growing. <i>By 2029, councils have served 3.5 million girls through core programming</i></p>		<p>Our organization is recognized, respected, and trusted as the national leader in PA-based PYD programming for girls. <i>By 2029, external research validates GOTR's strong brand reputation</i></p>		
<p><b>Strategic Imperatives</b></p>	<p><b>PROGRAM</b> Support core program growth and develop offerings that expand reach, increase access and influence the societal ecosystem</p>	<p><b>PEOPLE &amp; CULTURE</b> Attract, support, and retain strong staff and volunteer leadership to ensure operational excellence, efficiency, connection, and belonging</p>	<p><b>COUNCIL NETWORK</b> Provide strategic support and resources to strengthen councils, minimize risk, and propel growth</p>	<p><b>RISK</b> Identify and manage enterprise risks by standardizing processes, strengthening oversight, and planning for contingencies to mitigate potential impacts.</p>	<p><b>REVENUE</b> Drive contributed and earned revenue to expand reach while maintaining financial health</p>	<p><b>TECHNOLOGY</b> Leverage current and emerging technology to enhance council support, optimize operational efficiency and drive strategic decision making</p>	<p><b>BRAND</b> Leverage national data, expertise and reputation to highlight outcomes and fuel organizational growth</p>
<p><b>FY27 HQ Measures</b></p>	<p>Engage 19,000 new coaches and increase overall coach retention to 50% to serve 190,000 girls through core programs</p>	<p>Launch new middle school opportunity</p>	<p>\$8.2M in revenue</p>	<p>Strengthen impact by increasing staff and coach training completion rates to 80%</p>	<p>Pilot at least one emerging technology solution and demonstrate a clear use case for scaling.</p>	<p>National Marketing and Communications strategies lead to a 10% increase in website page views, 5% increase in website conversions, and a 5% social engagement rate.</p>	<p>FY27 external brand study conducted with unaided awareness increasing to 4%, aided awareness to 50%, and NPS score of 75+</p>