

Girls on the Run **FY2027-2029** Strategic Map

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