

Girls on the Run of Northeast Wisconsin

Strategic Plan for July 2022-June 2025

Mission: To inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum that creatively integrates running.

Vision: Every girl knows and activates her limitless potential and is free to boldly pursue her dreams

Goal #1: Build and steward relationships with community organizations that represent the diverse population of our communities we serve in Brown, Calumet, Manitowoc, Outagamie, Sheboygan, Waupaca, and Winnebago counties.

- Objective 1: Collect and research community demographics to better understand our population using school data by fall 2023 to identify 5 populations/communities not currently represented
- Objective 2: Retain, steward, and grow partnerships of 1 organization of each of the 5 populations previously identified

Goal #2: . Intentionally create and cultivate an inclusive and welcoming environment for all board members, volunteers, staff, and participants regardless of their race, ethnicity, gender identity, sexuality, or socioeconomic status.

- Objective 1: Create and complete educational & connection opportunities for all board and staff members quarterly
- Objective 2: Offer continued education opportunities/training for all Girls on the Run volunteers at least twice during the off-season
- Objective 3: Create a new board member onboarding process by June 2023 to ensure that all new board members feel welcomed and included
- Objective 4: Create opportunities for social connection and gathering at least twice a year
- Objective 5: Increase awareness around our gender policy by actively and consistently sharing our inclusive gender policy in organization marketing materials so that it is widely known that Girls on the Run is welcoming and inclusive for youth who identify as girls or non-binary.

Goal #3: Attract, recruit and retain board members that embody the Girls on the Run core values, leadership skills, and commitment to IDEA.

- Objective 1: Update board recruitment outlet & strategies tool for use by January 2023
- Objective 2: Revise Board Recruitment Statement and develop recruitment marketing/communication plan for 2023 board cycle
- Objective 3: Refine and reassess current board orientation and onboarding process
- Objective 4: Create a board retention plan to foster deeper commitment on the Board

Goal #4: Serve 600 participants annually by 2025 ensuring participants mirror +/-3% of our community race and ethnicity demographics and ensure inclusivity of gender identity, socioeconomic status, and ability.

- Objective 1: Create a site succession plan template to promote site retention for Fall 2023 and beyond
- Objective 2: Create a site recruitment strategy for new sites specific to each county's identified gaps by 2024
- Objective 3: Assess staff capacity as growth occurs annually and develop new staff positions to sustain continued growth
- Objective 4: Build continued financial stability and program capacity by sustaining overall revenue at \$200,000 or more with intentional and focused growth in the budget areas of IDEA, program expansion, and competitive staff compensation.

Goal #5: Identify and eliminate barriers that impact having diverse representation from our volunteer coaches so they can better reflect the demographics of our participants.

- Objective 1: For the 2023 program season create and promote 3 new marketing materials that debunk coaching myths
- Objective 2: Once barriers are identified create a structured coach accessibility plan