



GIRLS ON THE RUN LAS VEGAS

2022-2027 Strategic Plan

WHO WE ARE	STRATEGIC PRIORITIES and GOALS
Our Vision <i>What is ultimate success?</i>	Strategic Priority: Infrastructure Development
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.	GOAL: To establish a solid structure that is scalable and transferable to all, leading to (1) increased people power and engagement across the organization and (2) high quality programs that equally serve girls well now and as we grow.
	Objectives
	1 Build, engage, and maintain a board that offers diverse perspective and skills and complements organizational culture.
	2 Recruit and retain staff and volunteers to meet organizational growth needs.
	3 Secure additional storage and office space.
Our Mission <i>Why do we exist?</i>	4 Maximize technology and database systems.
We inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running.	Strategic Priority: IDEA (Inclusivity, Diversity, Equity, and Accessibility)
Our Values <i>How do we behave?</i>	GOAL: To develop and empower IDEA champions at every level of the organization.
	Objectives
	1 Prioritize recruitment, engagement, and retention of underrepresented groups on staff and Board.
	2 Expand community partners, sites, and representatives to reflect the organization's commitment to IDEA.
~ We lead with an open heart and assume positive intent ~ We embrace our differences and find strength in our connectedness ~ We nurture our physical, emotional, and spiritual health ~ We stand up for ourselves and others ~ We express joy, optimism and gratitude through our words, thoughts and actions ~ We recognize our power and responsibility to be intentional in our decision making	3 Provide opportunities for IDEA education and reflection throughout the organization.
	Strategic Priority: Financial Growth & Management
	GOAL: To ensure consistent, sustainable revenue that furthers the mission, expands capacity, and keeps up with growth.
	Objectives
	1 Increase philanthropic support.
	2 Engage donors in the mission through connection points with the girls.
	3 Empower volunteers with the information and knowledge to be strong ambassadors and fundraisers.