

10 Best Practices for Site Liaisons



Overview

Thank you for serving as a Site Liaison/Site Volunteer! Without your help, our program could not flourish at your site. While you will receive more detailed information from the program staff, this document provides a list of best practices to set you and your site up for success this season. If you have additional questions regarding the program, please contact (council staff/position).

10 Best Practices for Site Liaisons/Site Volunteers

1. Register your site early

Be sure to let your council know that you are committed and ready to offer the program at your site by completing the Site Application as soon as possible.

2. Let your council know what you need

The council can work with you to ensure you have the materials necessary to promote the program to your girls and their families. We will share electronic versions of marketing materials with all Site Liaisons and coaches but will also make printed copies of fliers and posters available. Be sure to clarify the amount of marketing materials that you need, and if you need any available in Spanish!

3. Get your site excited about Girls on the Run programs!

Get teachers or other site staff involved! Be sure that staff know the registration dates and encourage them to share with their girls, including girls with disabilities. Promote the program via morning/afternoon announcements, ConnectEd messages to parents/guardians, word-of-mouth during carpool, or other channels that your site already uses.

4. Assist in recruiting volunteers

Let your council know if you may have any volunteer coaches available from your site/staff or parent/guardian base. Keep in touch to let your council know if you need assistance with recruiting or if you believe that there are potential volunteers who may need a stipend to offset the financial aspects of volunteering (transportation, childcare, etc.) *New - Every volunteer coach with Girls on the Run Mid Michigan is eligible to receive a pair of running shoes. Coaches will receive information regarding this benefit close to the beginning of the program.

5. Stay in touch about participant registration

Use Pinwheel/connect with council to monitor girl registration. Remember, each elementary team can have a maximum of 15 participants with two coaches or 20 participants with 3 coaches and must meet a minimum of 8 participants. Middle school teams can have a maximum of 15 participants with two coaches. Sites may have multiple teams. Be mindful of the following common situations during registration:

Team is not at capacity (less than 15/20 girls registered):

- Connect with parents/guardians who already registered their girl to encourage them to spread the word to a friend
- Ask teachers to do another shout-out in their individual classrooms

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- Send a flyer home to all eligible participants
- Place flyer near sign-in/out area at site
- Use school news, morning/afternoon announcements, and ConnectEd messages

More coaches needed

- Encourage site staff to volunteer as coaches
 - Connect with parents/guardians who already registered their girl to express need for coaches
 - Connect with frequent site volunteers (ex: parent volunteers, other volunteers connected to the site that may not be involved in Girls on the Run) to offer them an opportunity to get involved
 - Post on social media to spread the word (run/fitness groups, women's groups, student organizations, etc.)
 - If you believe that there are potential volunteers who may need a stipend to offset the financial aspects of volunteering (transportation, childcare, etc.) please direct them to stephanie.mcclintock@girlsontherun.org to request this.
- *New - Every volunteer coach with Girls on the Run Mid Michigan is eligible to receive a pair of running shoes. Coaches will receive information regarding this benefit close to the beginning of the program.

6. Meet with the coaches before the first practice. Go over items like:

- Meeting location, including indoor space
- What and how you will communicate with parents/guardians – First Day of GOTR email/flyer, weekly/biweekly/topical updates, etc.
- School closings such as Teacher Workdays, Early Release Days, Holidays, School Breaks, etc. (this affects practice)

7. Support the team during the season

- Attend the practice 5k
- Attend and encourage others to attend the end-of-season 5k – as volunteers, running buddies, or general supporters of your team.

8. Complete end-of-season surveys from your council

Be open and honest about your experiences! Share what works along with your suggested adjustments to improve your experience as well as other volunteers like you.

9. Keep in touch with your council if you are no longer able to serve

One of the most common reasons for sites cancelling from season to season is Site Liaison turnover. When a volunteer in this capacity leaves the role and there is no one available to fill the void, it could mean years before the program is up and running again at a location. As you conduct your Site Liaison responsibilities, keep abreast of stellar coaches and/or other site staff that may be interested in and capable of overseeing the program at your site. Keep your council aware of any factors that may take you away from this role, and work with them to ensure a smooth transition.

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10. Have FUN and reflect on the impact you are making in the lives of the girls at your site!