



10 Best Practices for Site Liaisons/Site Volunteers

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 Tiffany Jones, Council Coordinator at tiffany.jones@girlsontherun.org or 248-802-1547.

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. 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 or Heart & Sole!

Get teachers or other site staff involved! Be sure that staff with 3rd – 5th graders (Girls on the Run) or 6th – 8th graders (Heart & Sole) know the registration dates and encourage them to share with their girls. 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 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. Please point prospective volunteers toward the [COACH STIPEND APPLICATION](#) if you know of individuals who are interested in volunteering but may be facing financial obstacles related to childcare, transportation, or wages lost due to time off to volunteer.

5. Stay in touch about participant registration

Use the [Pinwheel Attendance App](#) or connect with the council to monitor girl registration. Remember, each team can have a maximum of 15 participants with two coaches (or up to 20 participants if three coaches can be present at each lesson and there are adequate supplies and space). Sites may have multiple teams. Be mindful of the following common situations during registration:

- o Connect with parents/guardians who already registered their girl to encourage them to spread the word to a friend
- o Ask teachers to do another shout-out in their individual classrooms
- o Send a flier home to all eligible participants
- o Place flier near sign-in/out area at site

- o Use school news, morning/afternoon announcements, and ConnectEd messages “More coaches needed”
- o Encourage site staff to volunteer as coaches
- o Connect with parents/guardians who already registered their girl to express need for coaches
- o 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
- o Post on social media to spread the word (run/fitness groups, women’s groups, student organizations, etc.)
- o Consider hosting an information session for students during lunch or recess.
- o Ask us for a yard sign

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/flier, 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 canceling 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.

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