

Best Practices for Site Liaisons



Thank you for serving as a GOTR Site Liaison. We look forward to partnering with you! This guide outlines best practices to help you and your site succeed this season.

1. Register Your Site Early

Complete the Site Application as soon as possible to confirm that your site is committed and ready to offer the program.

2. Tell Your Council What You Need

Work with your council to obtain the materials needed to promote the program to girls and their families. Spanish-language materials are available upon request.

Report any issues to council staff promptly so that we can provide the support needed for a quick resolution.

3. Build Excitement for Girls on the Run

Use your site's established communication channels to spread the word about Girls on the Run. Partner with teachers and other site staff to promote the program to every eligible girl, including those with disabilities.

4. Help Recruit Volunteers

Tell potential volunteer coaches about GOTR and share this [link](#) to obtain more information about the coach role.

5. Monitor Registration and Staffing

Use Pinwheel and coordinate with your council to track participant registration. A team may include up to 15 participants with two coaches or 20 participants with three coaches. Sites may also host multiple teams.

6. Meet With Coaches Before the First Practice

Confirm program logistics, agree on parent communication protocols and review school schedule for closings and early-release days that will impact programming.

7. Support the Team Throughout the Season

Drop in to practice from time to time as you are able, The girls love having the support! Attend the celebratory 5K race and recruit others to participate as volunteers, running buddies or team cheerleaders.

8. Complete End-of-Season Surveys

Give your council candid feedback about what worked and what could be improved for you and other volunteers.

9. Have fun and Reflect on Your Impact

Last updated October 2026