



## **Board of Director Opportunities**

### **Board Member Position Profile**

A Girls on the Run® Board Member must possess a passion for and commitment to improving the lives and opportunities of girls in third through eighth grades. The Girls on the Run program provides a safe and interactive way to learn about healthy living that includes an introduction and education on important topics such as goal-setting, cooperation, healthy decision-making, and self-respect--while training for a 5K event. The innovative curriculum teaches girls to listen and open up while also encouraging them to commit to a healthy lifestyle and harness the inner strength that they possess. Our important mission is accomplished by giving girls the tools to make positive choices for a healthy body and mind, while reducing the many risks they face today.

### **As a Board Member**

- Consistently attends Board meetings and related important meetings
- Makes a serious commitment to participate actively in Board work
- Volunteers for and willingly accepts assignments and completes them thoroughly and on time
- Attends and participates actively in relevant training
- Stays informed about committee matters, prepares well for meetings, and reviews and comments on minutes and reports
- Gets to know other Board and committee members and builds collegial working relationships that contribute to consensus
- Is active in committees, program evaluation, and planning efforts
- Participates in fundraising and development for the organization

### **Open Positions:**

### **As Director of Fund Development**

Is a member of the Board

Manages all coordinated campaigns, including Our Promise (formerly the State Employees Charitable Campaign), Giving Tuesday, The Big Day of Giving, and GOTRI-sponsored campaigns, including SoleMates

Cultivates individual donors

Develops and presents an Annual Fund Development Plan, including goals and metrics, for Board approval each fiscal year

Drives Board member engagement in the area of fundraising, setting clear goals

### **As Director of Strategic Partnerships and Events**

Is a member of the Board

Manages major partnerships and associated events

Cultivates relationships with business and community partners

Coordinates and co-leads all season and race sponsorship efforts with the Director of Business and Community Relations

Recommends annual goals and metrics for sponsor-based income for Board approval each fiscal year

### **As Director of Business and Community Relations**

Is a member of the Board

Manages major promotional partnerships and in-kind donors

Cultivates relationships with business and community partners

Coordinates and co-leads all season and race sponsorship efforts with the Director of Strategic Partnerships and Events

Recommends annual goals and metrics for sponsor-based donations for Board approval each fiscal year

### **As Marketing Chair**

Is a member of the Board

Creates and presents an annual strategic marketing plan including social media, e newsletter and print newsletter

Creates and directs collateral development, printing, etc.

Manages all PR efforts for both season and events

Leads all media relation efforts

Writes e newsletter and manages database

Works with other board members to help promote position-specific items

## **As Director of Outreach**

Is a member of the Board

Identifies and coordinates opportunities to present GOTR programming to principals, teachers, school boards, and community-based organizations

Manages the GOTR scholarship program, including the online application process

Cultivates relationships with business and community partners (e.g., to place materials in their store, to be included on their e-mail blast, etc.)

Assists coaches in recruiting girls to fill their teams by providing templates for correspondence and other collateral; coordinating school-based assemblies, scholarship/registration nights, and other events

Works with the Council Director to develop an Annual Outreach Plan, including goals and metrics, for Board approval each fiscal year