

GIRLS ON

THE

RUN



glac TEAM



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Meeting Agenda



Introduction



Population & Audience



Latinas of Colorado



Strategic Marketing



Communication



Goals & Tactics

Introduction

- **Non-profit organization allows young girls to strengthen their confidence both physical and mental health, while also empowering women volunteers living within their local communities.**
- **The organization struggled to have diverse in volunteers representing 36% of the girls participating.**
- **Heavy in: white, middle-aged volunteers.**

Population & Audience

" Given the relative youth of the Latina population—Latinas median age is 30 years, compared to 44 years for white, non-Hispanic women "



" 34% of Latinas are between the ages of 0-19 years old "

" 18.1% of women in the US are Latinas, by 2060 that number will increase to 27% "

Latinas of Colorado

"Engage with Latino businesses, and if possible, partner with organizations that are established and respected in the Latino community"

" The recent State of Women-Owned Businesses Report (2016) notes that nearly eight out of ten new women-owned businesses launched since 2008 (2.8 of 3.5 million) have been started by women of color, with the greatest growth among Latinas "

Strategic Marketing

“ Only 32% of Gen Z adults work full-time, 25% of Gen Z’s population is Hispanic” (Kondakciu, 2022). ”

Internal Communication

- **Schools and Teachers:**

Latin culture is all about respecting individuals in a position of authority. using this communication will may result in professional suggestions having greater weight than intended.

- **Social Media:**

In Latin culture, they take recommendations from friends and family. using it can send suggestions and build connections to their family, friends, and anyone around the target individuals.



External Communication

- **Organizations and Churches:**

Latin communities have solid spiritual practices, giving them comfort and support.

- **Storytelling with an Influencer**

The Latinas connect through someone that express the same emotional connection to parts of their culture such as music.

Making All Girls Feel Represented



¿Quién es tu inspiración?

Ser de ella.

¡Únete a nosotras como entrenadora esta próxima temporada!

Impact

250	Escuelas involucradas
414	Entrenadores esta última temporada
5,000	Miembro de hoy

Te necesitamos:

- Para hacer una donación
- Conviértete en entrenadora
- Voluntario para animar a las niñas

Reminding Colorado Women of All Ages, They Can Make a Difference Through Coaching



Turn Low Engagement Into High Engagement



Thank You!