

GIRLS ON

THE

RUN



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YOUR **glac** TEAM



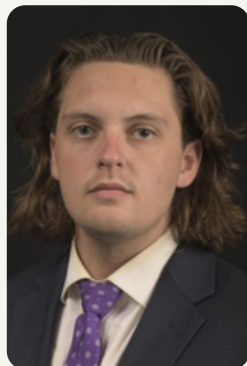
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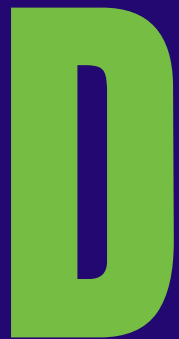


Luc Hackel

INTRODUCTION

Girls on the Run of the Rockies (GOTR) is a non-profit organization that allows young girls to strengthen their confidence and physical and mental health, while also empowering women volunteers living within their local communities. This organization has struggled to find diverse volunteers representing 36% of the girls participating. The heavy presence of white, middle-aged volunteers skews the desired distribution of volunteers. As more participants identify as Hispanic/Latina, Girls on the Run wants all organization members to feel represented as participants and volunteers.

Diversity, equity, and inclusion (DEI) is a framework used by organizations to promote fair treatment and pull participation out of all people from all different backgrounds. The University of Colorado defines the following terms as:



D.

Diversity refers to the numerical representation of faculty, staff and students who hold individual differences and group/social differences (e.g., race/ethnicity, class, gender, sexual orientation, country of origin, ability, and cultural, political, religious or other affiliations) with special focus on historically minoritized identities.



E.

Equity requires attention to disparate impact, differential access, opportunities afforded to various communities, and structural and systemic barriers that limit potential and possibilities.



I.

Inclusion refers to the active, intentional and ongoing engagement with diversity--in decision-making, sense-making, curriculum, in the co-curriculum, and in communities (intellectual, social, cultural and geographical) with which individuals might connect--in ways that increase awareness, content knowledge, cognitive sophistication and empathic understanding of the complex ways individuals interact within systems and institutions.

DEFINING DEI & NON-PROFIT SECTOR AS WE KNOW IT

The percentage of Latino/Hispanic volunteers across the US/ Colorado for nonprofits is a large concept to study with this particular campaign, as well as specific ages of volunteers. Girls on the Run resides in the sector of 501(c)(3): Charitable, Religious or Educational Organizations that promote physical, activity-based, positive, youth development (PA-PYD) programs.

Supporting young girls is a popular category within non-profits organizations, meaning there's heavy competition. Notable national organizations that share similar visions as GOTR: Girls for a Change, Girl Talk, Global Glow. Each of these organizations focuses on the betterment of young girls' mental, social and behavioral health, through providing volunteer mentors within communities to connect with young girls.

Within Colorado these are organizations that GOTR is directly competing with: Girls Rock (Denver), Colorado Women's Bar Association (CWBA), PowerUp Girls for Life. There are noticeable differences that do set GOTR of the Rockies apart. Girls Rock of Denver specializes in providing the same core values as GOTR, with an emphasis on musical education for young female artists. CWBA is a platform for women in Colorado to speak about issues females face and develop plans to better their futures. PowerUp Girls for Life is the most significant when compared to GOTR of the Rockies. PowerUp offers a similar curriculum yet they lack the focus on the physical activity that GOTR provides.

UNDERSTANDING POPULATION AND AUDIENCE

It is crucial to inspect the population distribution here in Colorado of local Latino/Hispanic groups to understand our target. American Association of University Women (AAUW) states:



Nearly 28.3% Latinas work front line jobs



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



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



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



In 2018, the median household income for Latino households was \$51,450, 37% less than that of white, non-Hispanic households

LATINAS OF COLORADO

These insights regarding the Latina population provide major clues about how to attract local volunteers within this demographic in Colorado. As Latinas are a minority they need to feel that they are seen and appreciated, trust needs to be gained. The United States also depends heavily on Latinas in the workforce, leaving Latinas in the workforce with limited time to commit to volunteering. Cool & Associates LLC suggests,

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

After a relationship is made with the Latina communities individuals are more likely to show their strong cultural beliefs of building strong family and community connections.

The non-profit sector in the state of Colorado strives to model equity, diversity and inclusion practices (Colorado Nonprofit Association). GOTR of the Rockies is prepared to tackle that exact problem.

To start, a local connection in Denver that GOTR could propose a partnership with is a foundation that supports local Latina women, Latinas First Foundation. Marketing to their existing members to help join GOTR volunteers to inspire young girls they can represent. Latinas First Foundation supports Latina women of all ages making this possible partnership extremely valuable to GOTR in the Denver metro-area.

Another reach would be to communicate with strongly connected Latina women in communities. In a report written by Joshua Pilkington,

"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"

Going back to the basics of women supporting women are the true values of GOTR after all.

STRATEGIC MARKETING FOR DIVERSIFICATION

Diversity in nonprofit organizations is extremely beneficial to not only the organization but also to the beneficiaries. Confirmability in participants allows for them to be their true selves and open up to others. Especially when there is a similarity in ethnicity between the volunteers and the participants.

To get GOTR of the Rockies to this point communication both internally and externally is crucial. Building connections between the staff and board should be easily understood and easy to communicate (CNA). External communication could be improved by having a single spokesperson, with this campaign a woman of Latina descent would be strategic.

When hiring a designer to produce the campaign visually, a Latino needs to be considered. Having their inspiration and knowledge being part of their own culture will exude authenticity to the targeted audience. While meshing GOTR graphics and fonts into all works. The campaign will be delivered in a way that will aim to reach the most Latina women as possible (find on pg 6).

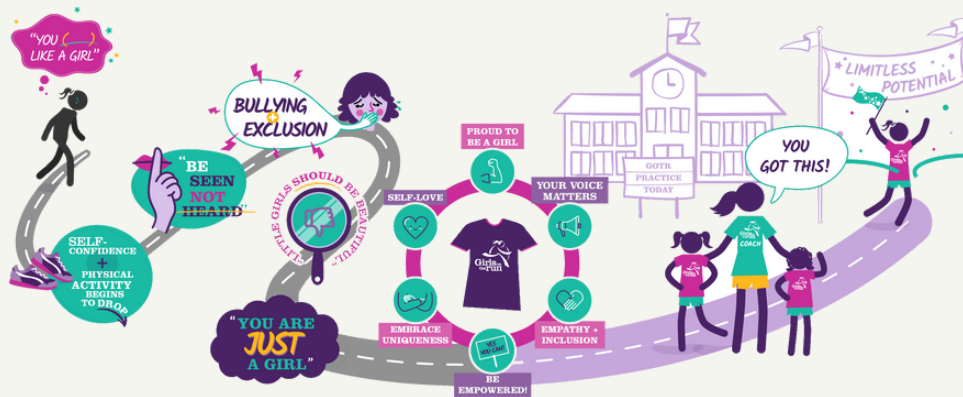
Knowing that the Latina populations in Colorado are generally younger, marketing to Generation Z becomes a topic. Generation Z ranges from 11-26, which is a desired range for GOTR. An article written by Kondakciu concludes,

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

Leading us to believe Latina individuals part of Generation Z have time to give back to their community, possibly in the form of volunteer work. In today’s society with constant tension on racial and gender stereotypes Generation Z’s population crave improved representation in marketing and advertising no matter the topic.

Girls on the Run was founded in 1996 in Charlotte, North Carolina, by 13 girls. The first event included 26 girls; that number more than doubled the following year, and the growth has been exponential. In 2000 GOTR became a 501(c)(3) organization which is a charitable organization. Twenty-seven years later, GOTR has hosted more than 350 5k events in all fifty states and is the most extensive 5k series in the country.

ORGANIZATIONAL BACKGROUND & HISTORY



250

Schools within Girls on the Run of the Rockies

5,000

Members today!

474

Coaches enrolled last Fall

Girls on the Run was created to allow girls to be in a girls-only safe space, and they can interact with other girls and trusted adults. The sense of a girls-only safe space will enable girls to open up to other girls and converse about things they wouldn't usually discuss around boys. Also, trying new things can be scary, and the idea of failure can terrify young girls. With supportive girls and adults around, no boys allowed them to be comfortable trying new things. So, not only are these girls learning physical skills but also life and social skills.

With 2 million girls and counting coming through the Girls on the Run organization, it is vital for the organization to have great volunteers for these girls to learn from and look up to. Diversity amongst volunteers is significant for Girls on the Run because it creates even more comfort for the participants. Volunteers can hold a wide range of positions, and volunteers can become coaches, which really helps the program the most. "Each season, volunteer coaches inspire and guide a team through our tried-and-true curriculum." But coaching is time-consuming, so volunteers can create cheer teams for the 5,000 events or host water stations.

800

more girls than any other
organization

“TO SAY TO GIRLS: “YOU HAVE A BODY, ITS YOUR BODY, AND
YOU ARE THE MASTER OF YOUR BODY.”

Molly Barker



UNDERSTANDING PUBLICS & AUDIENCES

It is predicted that by the end of the decade 1 in 4 Coloradans will identify as Latino (Latinoslead.org). Meaning GOTR each year should see a stable increase of Latina volunteers within their chapters. Colorado counties that currently have populations of over 100,000 Latinos: Adams, Arapahoe, Denver, El Paso.



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Counties with over 33% Latino populations: Adams, Alamosa, Conejos, Costilla, Huerfano, Las Aminos, Morgan, Otero, Prowers, Pueblo, Rio Grande, Saguache.

Lastly, counties with the highest population increase of Latinos: Adams, Arapahoe, El Paso, Jefferson, Weld. These areas are mainly located in central and southern Colorado. GOTR needs to target these heavily growing areas with campaigns, to encourage an influx of Latina volunteers to more equally represent their participants.

Girls on the Run has multiple diverse backgrounds represented by their participants. Girls are allowed to participate from the ages of 8 to 13 years old.

%	ETHNIC BACKGROUND	OUTCOME
44%	White/ Caucasian	<ul style="list-style-type: none"> • What results did you obtain from your project? • Write them here.
36%	Hispanic/ Latina	<ul style="list-style-type: none"> • What results did you obtain from your project? • Write them here.
8%	Black/ African American	<ul style="list-style-type: none"> • What results did you obtain from your project? • Write them here.
3%	Asian/ Pacific Islander	<ul style="list-style-type: none"> • What results did you obtain from your project? • Write them here.

COACHES OF GIRLS ON THE RUN

There is a wide range of positions volunteers can hold. Volunteers can become coaches which really helps the program the most. Each season, volunteer coaches inspire and guide a team through tried-and-true curriculum. Coaching is very time consuming, so other positions volunteers can hold are as simple as cheering teams on for the 5,000 events or host water stations.

Over 75% of the coaches involved in Girls on the Run in 2022 were white/Caucasian. But over 50% of the participants in 2022 were not white/Caucasian. Girls on the Run should want to see these numbers shift in coming years. The perception of Girls on the Run is all about inclusivity and involving everyone in the community. And these numbers are not reflecting these values too well. GOTR needs to implement a change in diversity of coaches to make their high number of minority group participants and volunteers represented and more welcome to participate.



INTERNAL COMMUNICATION



The primary communication that Girls on the Run could use is through schools and teachers. Since Latin culture is all about respecting individuals in a position of authority, such as teachers. Using this platform to communicate with Latinas through it is essential because it may result in professional suggestions having greater weight than intended. That will help GOTR to target its intended audience through the culture of the Latin community.



The second primary communication is through social media. It's a great communication tool to use this platform to reach the Latino community because one of the main things in Latin culture, they always take recommendations from friends and family. Therefore, social media can be one of the tools to send suggestions and build connections to their family, friends, and anyone around the target individuals to let these recommendations come through the people they know. The three leading social media platforms are Facebook page, Instagram Newsfeed, and Twitter.

EXTERNAL COMMUNICATION

One of the central external communications that Girls on the Run could use is through organizations and churches. The Latin community has solid spiritual practices which give them comfort and support. Building a strong community through churches and organizations will help Latinas feel connected with their culture and always use these resources for support and networking. This communication tool can be helpful because it provides the target audience a sense of belonging and is one way to use these powerful forces for social change and empowerment.



Another external communication that Girls on the Run could use is good storytelling with an influencer. The Latin community always connects through someone in their community to make them feel emotionally connected. In addition to that, music is a big part of Latin culture. Therefore, using one of the influencers, especially in the music industry, to tell a story and market to GOTR is a winning way to connect with the audience on a personal level.



GOALS + OBJECTIVES

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GOAL

1

Make All Participants of Girls on the Run Feel Represented.

Objectives

- a. Procure community influencers to reach out and help find volunteer coaches in 2024 by 2%, roughly 8 new volunteers.
- b. Target Latino-specific social media accounts.

Tactics

- a. A campaign featuring the inspiring late Selena Quintanilla to encourage women who looked up to her as an idol to take it upon themselves to empower the younger generations.
 - i. Campaign ideas: Billboards, Spanish radio channels, posters, posting on public transportation, social posts
 1. "Be today's role model."
- b. Similar idea but uses influential accounts relevant in Colorado such as Zuri Wright (5k followers), denverlatinabloggers (1,500k followers), Kisha Gulley (15k followers).
- c. Have Girls on the Run of the Rockies participants answer questions to an interviewer talking about their role models.

¿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

LIVE Following | For You

FINISH LINE IS JUST BEGINNING

@girlsontherunoftherockies

¡Únase a nosotros para ser la inspiración que cambia la vida de las niñas!

Sponsored

Girls Just Want To Have Fun - Cyndi Lauper

Learn More

Home Discover Post Inbox Profile

GOAL

2

Inspire Colorado Women of All Ages to Empower Young Girls Within Their Local GOTR Communities

Objectives

- a. Increase volunteers aged 18-25 by 3%, by the end of 2024.
- b. Expand diversity in volunteers aged 60-75 by 1%, by the end of 2024

Tactics

- a. Curate a video to be posted on TikTok for trend following Generation Z viewers.
- b. Girls on the Run of the Rockies use traditional marketing strategies to reach the older audience.
 - i. Posters within grocery stores, rec centers, etc.
 - ii. Hand out branded tissues to potential older volunteers to remind them every time they grab a tissue of GOTR.
- c. Girls on the Run of the Rockies use target marketing using small gifts to remind older teens and young adults of GOTR.
 - i. Customized silicone AirPods cases, encouraging girls to run and support younger girls that need them as role models.
- d. Plan one night with the girls in the program to welcome a guest speaker from their local community, (high school students, college students, single women, mothers, grandmothers).



GOAL

3

Increase Volunteers From Communities With Low Engagement

Objectives

- a. Recruit five new volunteers each from less participating school communities for GOTR by the Fall 2025 season.
- b. Spread promotion of GOTR to parents at less participating schools by 50% by the Fall 2025 season.

Tactics

- a. Set up tables at drop-off and pick-up at these schools to promote GOTR and have representatives there to inform parents and girls of what GOTR is all about.
 - i. Hold Q&As or Town Halls for guardians and girls to ask questions.
- b. Have a “GOTR” day like a field day at these schools where girls get a taste of GOTR and learn activities.
 - i. Parents, babysitters, and guardians can learn more about GOTR by watching and talking to representatives.
- c. Have teachers hand out flyers at school drop-off and pick-up to parents, so they know what GOTR offers.
 - i. Moms, babysitters, and guardians can make carpool plans or discuss how they want their kids to be involved together.



BUDGET

Billboard	\$1,500 / month
T-Shirts	\$3 per shirt x 500 = \$1,500
Radio Station Ad	\$194 / week (a month)
Connect w/ Influencers	\$500
Flyers	\$294 for 750
Promo Stand	\$900 for 3
Tissues	\$410 for 500
Airpod Cases	\$388 for 200
Total	\$6268

SOURCES

Special thanks to all the authors and researchers able to provide our team with the information to help Girls on the Run of the Rockies reach their goals!

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