



Boardroom

A place for connection & engagement



March 2024

Volume 12, Issue 2

IN THIS ISSUE

- [Letter from the CEO](#)
- [Summit 2024](#)
 - [Key Details for Summit](#)
 - [Board-Related Summit Sessions](#)
 - [Board & Council Spotlight](#)
- [Board Resources](#)
 - [Strategic Planning Resources](#)
 - [Compensation & Census Reports](#)
- [General Updates](#)

LETTER FROM THE CEO

Hello, friends,

The countdown to [Summit Las Vegas](#) has begun! For newer board members, Girls on the Run HQ hosts this professional development conference every two years. The collective energy of our Girls on the Run community comes alive when we all gather at Summit, with inspiration, education, and sisterhood abounding. This will be my 14th Summit. Each one has a unique flavor and flair reflecting the culture of the cities where they take place.

I remember how, in **2013 in New Orleans**, the exuberant spirit of our community simply could not be contained. That's when our dance party spilled out onto the streets, as we danced with a second-line parade band all the way back to our hotel.



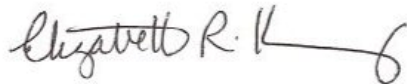
This year, Summit promises to be just as inspirational, impactful, and memorable. It's filled with stirring keynotes and educational sessions, all designed to advance your capabilities as a board member at GOTR and beyond. Plenty of opportunities to meet and share ideas with GOTR leaders from all corners of the continent are planned, including our final night celebration on the 108th floor of the Strat Tower. Girls on the Run star power is fully charged at Summit, and I can't wait to see you in the Neon City!

Summit isn't the only bright news to share this spring. After more than three years of researching, surveying, developing, and piloting, our new *Hello, Superstar!* curriculum is now in the hands of 17,800 coaches leading almost 6,000 teams from coast to coast. This launch represents a major milestone for our movement.

As you may know, *Hello, Superstar!* is the first of three new versions of our research-based curriculum for 3rd- to 5th-graders. We have updated the lessons with relevant examples, activities, and scenarios to make them even more engaging for today's girls. During our pilot, 100% of coaches and caregivers surveyed agreed that the lessons were relevant to all team participants. We hope you have an opportunity to see the impact of *Hello, Superstar!* in the communities your council serves. We are now putting the final touches on our second new curriculum, *Hello, Mountain Mover!* which will launch in the fall 2024 season.

As we celebrate organizational achievements and plan for Summit, I want to pause to express my heartfelt appreciation for your commitment to our organization. The expertise and leadership you are providing is invaluable. Together, we are creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Warmly,



Elizabeth Kunz
CEO



KEY DETAILS FOR SUMMIT 2024

WHAT

Our 20th Summit will feature inspiring keynote speeches, expert breakout sessions, and council-to-council networking. Intentionally designed with Girls on the Run core values and strategic objectives in mind, the positive energy of Summit will light up your spirit and energize your efforts to impact your community! It is truly a conference like no other.

WHO

Staff and board members from across the Girls on the Run network

WHERE

The SAHARA in Las Vegas, Nevada

WHEN

Sunday, June 23 to
Tuesday, June 25, 2024

HOW

[Register](#) by Sunday, March 31, for early-bird pricing

MORE INFO

Visit the [Summit website](#) to learn more.

BOARD-RELATED SUMMIT SESSIONS

Curious to know what three days at Summit could look like for you? Here are some board-related sessions for Summit 2024, which include networking, inspiration, education, and dancing! To view a comprehensive list of the schedule with descriptions and presenter bios, [click here](#).



Day 1 - Sunday, June 23

- Pre-Summit Council Board Networking Session

Day 2 - Monday, June 24

- Board of Directors Meet & Greet
- State of the Union with Elizabeth Kunz
- Reading and Interpreting Financial Statements to Inform Council Governance
- Five Steps to a High-Performing & Engaged Board
- Create an Event That Will Energize & Engage While Raising Critical Funds
- Effective Communication and Restorative Practices Centered in Self-Reflection

Day 3 - Tuesday, June 25

- State of Mind(set)
- Mission Possible: Using Mission Advancement Markers to Achieve Goals
- Enterprise Risk Management for Council & Board Leadership
- Igniting Impact: Crafting a Powerful Case for Support

BOARD & COUNCIL SPOTLIGHT

A Culture of Board Members Attending Summit

GOTR New Jersey East has established a commitment and a culture of sending the executive director and one board member to Summit.

Suzanne Elliott, executive director of GOTR New Jersey East, believes there is great value in sending a team of leaders. She shared, "There are so many worthwhile

topics, which makes it impossible to experience everything with only one person in attendance. It's very helpful to have both the board and staff point of view on issues and ideas raised at Summit – and then bring all of that good stuff back to the rest of the board and staff. I also found that attending with Kristen was a wonderful opportunity for us to get to know each other better. I think we're an even stronger team after connecting through our shared Summit experience."

Kristen Cappadona, vice chair at GOTR New Jersey East, attended Summit 2022 with Suzanne. Kristen said, "As board members, GOTR is not a full-time job for most of us. Many of us become disconnected from the day-to-day activities that help run the organization and can get lost in the larger issues like governance, fundraising, and grant opportunities. Summit serves as a great opportunity to connect with our council staff and attend sessions that will help build and strengthen our council."

This year, Kristen spoke to the board about the value of attending Summit and her personal experience.

Kia Wharton, board member and coach, was inspired by what Kristen shared and will be attending Summit 2024! Kia said, "I want to attend Summit to become a better board member and coach. Serving in a dual role, I want to make sure I see all sides of the organization and learn how to improve. I am looking forward to attending 'Unlocking Your Limitless Potential with CliftonStrengths.'"



BOARD RESOURCES PAGE

Strategic Planning Resources

GOTR HQ has designed two new strategic planning tools to support councils to create achievable goals and SMARTIE objectives that collectively drive our mission forward and have positive impacts on the girls and communities we serve. Both resources cover the development, execution, and management phases by reviewing the pre-planning, creation, implementation, and monitoring and evaluation steps.

The [Strategic Planning Five-Step Process Guide](#) is a resource that walks you through the basic strategic planning process, step-by-step.

The [Strategic Planning Mini Webinar Series](#) includes components of the Strategic Planning Guide and dives deeper into each step.

[Click for Guide](#)

[Watch Miniseries](#)

The Strategic Planning resources, including the case studies, are on the [Board Resource Page](#) located at [Board Resources > Strategic Planning and Mission Advancement Markers](#).

As a reminder, the [Board Resources Page](#) is the online organizational hub for council board members, including regional director support, governance, position descriptions, recruitment, orientation, IDEA (inclusion, diversity, equity, and access), Mission Advancement Markers, webinars, board training, performance management, leadership recruitment and hiring, and succession planning. No login is required!



2023 Candid Nonprofit Compensation Report

The 2023 Candid Nonprofit Compensation Report, previously known as the GuideStar report, continues to be the most comprehensive compilation of nonprofit key employee compensation data available and is the only large-scale analysis of its kind. As a valuable resource for council boards and leaders, the Candid report assists in evaluating salary levels for key positions within the organization.

The 23rd edition is derived from compensation data in nearly 124,000 Form 990s filed by 501(c) organizations with the IRS for fiscal year 2021. The compensation report includes data categorized by state, metropolitan statistical areas (MSAs), organization type, and budget size.

To strengthen successful and sustainable nonprofit organizations, it is important to attract and retain exceptional leaders through fair and equitable compensation practices. All Girls on the Run council leaders and boards are strongly encouraged to utilize this report, along with other localized data, as a research tool and guide. To access the report and for support with compensation planning, please [email your regional director](#).

As council leaders and boards prepare for budgets and compensation planning, keep in mind the updated [Mission Advancement Markers](#) now have a new category called **Competitive Council Director Salary** which assesses the council director's compensation utilizing the National Candid Report and Living Wage data to ensure council leadership is paid at or above the median salary or living wage (whichever is greater) for the local council. It is the board's responsibility to annually assess the performance of the council director and set and evaluate their compensation. Please refer to page six of the [FY24 Mission Advancement Guidebook](#) for more information on this category, indicator, and target.

Spring 2023 & Fall 2023 GOTR Census Reports

The GOTR Census Reports provide organizational insight, drive continuous improvement, and identify national trends. These reports reflect organizational performance through the past two seasons.

[Spring 2023 Census Report](#)

[Fall 2023 Census Report](#)

GENERAL UPDATES

Nominations Open for Remarkable Volunteer & Living Our Values Awards

GOTR HQ designed the [Remarkable Volunteer Awards](#) to shine a light on Girls on the Run volunteers nationwide each year. The annual process begins when councils can nominate up to six volunteers who have made a significant impact as a coach, fundraiser, or council supporter from now until **May 15, 2024**. GOTR HQ announces the 36 national award winners at Summit on June 26, 2024! Each winner will receive a commemorative award.

In addition to volunteer recognition both locally and nationally, this program provides councils with a collection of one-of-a-kind testimonials that can be used to support public relations, marketing, and fundraising campaigns. Here's one of our 2023 Remarkable Coach recipients from Girls on the Run Southeastern Michigan Council:



"Coach Heather has touched the lives of hundreds of girls while coaching over these past 17 seasons! She set a standard long ago for her co-coaches on what empathy and commitment look like. We are certain the positive impact of the Girls on the Run program at Hutchings Elementary in Livingston County is directly related to Heather's kindness, generosity, and dedication to the program, this school, and to every participant who has been positively affected by her leadership!"

[Nominate a Volunteer](#)

Living Our Values Award: Nominated by Volunteers (Like You!)

In addition to the 36 national volunteer awards, the [Living Our Values Award](#) is a council award and grant created in honor of Monika Allen, a longtime volunteer who lost her battle to brain cancer. From now until **May 15, 2024**, Girls on the Run coaches, volunteers, and board members can nominate councils that embody the organization's core values, display courageous leadership, and demonstrate a commitment to provide

life-changing programming to all girls. This bi-annual council grant award recognizes one council that receives a \$2,000 donation, a commemorative plaque, and colorful tutus for a team. Here's an excerpt from the winning application in 2013 when the award was first introduced:

"I have been so inspired by observing the deep commitment by our council in supporting and advocating for ALL girls, their parents, their coaches and their communities. This hit home to me during my coach training when I sat by coaches for a new site - a school in our community that serves refugee girls displaced from their countries with limited English skills. Later, I saw an email notice about providing head scarves for girls who needed them in addition to running shoes and garments. This GOTR group has continued to be highlighted and celebrated in our communications. I love how the staff shows such leadership and their own Star Power!"



[Nominate a Council](#)

For questions about these awards, email councilsupport@girlsontherun.org.

Coming Soon...
Council Staff Survey Results!

