



Girls on the Run of the Bay Area  
3543 18<sup>th</sup> Street #31  
San Francisco, Ca 94110  
Phone: 415.863.8942  
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www.gotrbayarea.org

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Thank you for your interest in offering a Girls on the Run of the Bay Area program at your school. Here are the next steps:

1. **Identify a School Contact.** The school contact can be a principal, an after-school program director or equivalent, a member of the PTA, a teacher or a dedicated parent. This person will help introduce the program at the school by helping with the necessary logistics as well as helping to ensure the contracts are executed and insurance or other agreements are satisfied.
2. **Identify a School Champion or Champions.** The most important role of a school champion is to help raise awareness about the program, at the school and in the community, as well as help to recruit coaches and participants. The program is taught by two volunteer coaches and is open to 10-16 participants. We will need a minimum of 10 girls to run a program. We need lots of champions and they are extremely important to us!
3. **Find a School Liason.** A liason is needed for each school site, this ensures that the program runs smoothly and is supported at the school site. Parents, teachers, secretaries, and after-school coordinators can serve as liasons. The liason's duties include securing bi-weekly program space both outside and inside in the case of rain, identifying storage space on site for program materials, distributing registration materials to girls, ensuring that enough girls sign up for the program and that parents are aware of the program, collecting girls' registration forms, assisting in the recruitment of coaches for the site, and supporting onsite coaches and maintaining open communication with the Girls on the Run office. A liason job description is attached.
4. **Determine Program Details.** Identify the days and times (one hour twice a week) to offer the program (consider what would work best for the girls and the school, it should be a time that ensures a minimum of 10 girls to run the program). Usually the program is offered on a Mon & Wed or Tues & Thurs but you can select what works best for your school. Please allow the program to start 10-15 minutes after school is released, this will allow the program to consistently start on time. If you would like to take the girls to a nearby park for practice, please check with the principal and add on 15 minutes to the one hour practice time to account for walking to and from the park. The program is ten weeks in length (20 one-hour lessons), the culminating event- the Lollipop 1mile and 5K will occur at the end of the ten weeks. We offer a 10 week fall season (Sept-Dec) and a 10 week spring season (March-May).
5. **Market the Program.** We need to determine how we are going to market the program ~ flyers in backpacks, onsite at registration/paperwork day (or a separate Girls on the Run sign-up date & time), posters, a school newsletter article, yahoo group posting, an onsite visit by Girls on the Run to girls in an assembly, classroom or during lunch/recess, etc. Each site should plan on executing several passive and active marketing techniques to ensure we have a minimum of 10 girls. If your school will select the girls to participate individually then please let us know that as well.



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6. **Enrollment.** The program is open to 16 girls and is on a first-come, first-serve basis. We need a minimum of 10 girls to offer the program. It is mandatory that each participant completes a Girls on the Run registration form and hands this in to the school liason with the program fee. See the section below for more information on program fees. If the school contact will determine the participants then we usually do not promote the program within the school.
7. **Recruit Coaches.** New program sites are required to supply at least one volunteer coach. We can not guarentee new program sites a program unless we have their support in recruiting coaches. Coaches do not need to be runners or have previous coaching experience. They must attend a 4 hour Girls on the Run training session, be fingerprinted for Girls on the Run, and have a current TB test in the last four years. The Girls on the Run office can supply you with coaching posters, a sample newsletter article for recruiting coaches, coaching commitment handouts, etc.

### **Fee Structure**

The cost of the program is \$225 per girl, however we offer a sliding scale based on the participant's financial situation. Over 70% of our programs receive a full or partial scholarship ~ we will never turn away a girl for lack of funds and will work with the school to determine the appropriate program fee. Girls participating in the program recieve a t-shirt, journal, water bottle, 20 one-hour lessons, a snack at each practice and free entry into the end of season Lollipop Run.

### **About Girls on the Run**

Girls on the Run of the Bay Area is an after-school running program for girls in 3<sup>rd</sup> through 8<sup>th</sup> grade to build self esteem. Our 10-week curriculum meets twice per week for one hour at a school site and is taught by two women who volunteer their time and passion to their group of 16 girls. Our program combines training for a one-mile or 5K running race with uplifting workouts that encourage emotional, social, mental and physical development. We are not a typical track program as our curriculim contains 20 fun, active lessons dealing with issues such as drugs and alcohol, media images, gossiping, physical health, emotional health, cooperation and community. At the end of the 10-weeks the girls complete their first ever one-mile or 5K distance. A true-life changing experience for the 1500+ girls we have been able to reach in the past five years!

Regards,

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