



Associate Board

Girls on the Run Rockies uses the power of running to change the way girls see themselves and their opportunities. Girls on the Run is a physical activity-based positive youth development program (PA-PYD) designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences. Girls learn to stretch themselves physically, mentally, emotionally and socially while training for a 5K event.

Purpose of Associate Board:

The Girls on the Run Rockies Associate Board plays an integral role in helping secure the funds needed to continue bringing the Girls on the Run program to Title 1 Schools and schools with a high free-and-reduced-lunch percentage, through a variety of strategic fundraising events and initiatives. Annually, Girls on the Run of the Rockies provides financial support (\$400,000) to 60% of our participants, eliminating barriers and ensuring equity in access to our program. Furthermore, Associate Board members serve as ambassadors for the organization, expanding awareness of the program all along the Front Range.

The Associate Board is comprised of 20 members, including Chair, Chair Elect, Committee Chairs, as well as a Girls on the Run of the Rockies staff member.

Terms: Members serve a **two-year term** and up to two consecutive terms (total of 4 years).

Leadership Terms: Chair, Chair Elect, and Committee Chairs are all one-year positions. Members may run for executive positions for two consecutive years.

Specific Roles and Responsibilities:

- Annual fundraising goal: \$20,000 (collective associate board goal)
 - \$250 Give/Get per member
- Actively participate at end of season 5K events as running buddy or volunteer
- Attend ambassador/messaging training and effectively implement throughout the year
- Serve as an ambassador for organization at 2 community events annually (opportunities are organized by AB and GOTR staff)
- Attend monthly associate board meetings
- Actively participate on 1 committee
- Support and attend fundraising events
- Actively participate in annual give campaign (Colorado Gives Day)
- Help identify new members

Current Committees:

Membership Engagement and Recruitment Committee

The Membership Engagement and Recruitment Committee helps build a stronger Associate Board by engaging current members, re-recruiting lapsed members, and welcoming new members to the community. Members of this committee also actively take part in the recruitment process, including informational calls as well as the planning and coordination of the application process. The committee encourages AB member engagement, including: event attendance, volunteering, \$250 donation status, and meeting attendance.

Fundraising Committee

The fundraising committee will work to identify and coordinate 9-12 opportunistic fundraising events each year. Each member of the fundraising committee is expected to plan or co-plan at least one fundraising event each year. Committee members are also responsible for engaging and recruiting AB members to participate in fundraising events.

Meetings:

Meetings are held monthly on the 3rd Wednesday of each month. Our goal is to meet in-person to foster friendships, connections and full engagement. A detailed calendar is provided prior to each calendar year. Members are expected to attend all meetings. Committee meetings and sub-committees will meet as determined by the committee.

Fundraising Initiatives: (examples from current and past years)

Colorado Gives Day

LUNAFEST

Trivia Nights

Corn Hole Tournament

Happy Hours

Orange Theory / Cyclebar Class

14er Challenge

Colfax Relay Team

Community Event Ambassador Opportunities: (examples from current and past years)

Share your passion for the mission with others by talking about Girls on the Run, our curriculum, volunteer opportunities and more with the greater community. Events include:

Hot Chocolate

Girls in Science

Colfax Marathon

Stanley Market Fair

Local 5Ks and other running events

Desired Qualifications:

Genuine passion for the mission of organization.

Interest in connecting others with Girls on the Run

Communications and media skills

Fundraising and event planning

Marketing and social media