



Ready to Run? Team and Participant Recruitment Tips

It's registration time! There are so many ways to recruit girls for your GOTR NOVA team! We've included some ideas here to get you started.

First, please note, there is a great amount of information on our website about the Girls on the Run program which includes how to register and registration timelines at <http://www.gotrnova.org/>. And, feel free to reach out to the GOTR NOVA Program Team at any time with any questions! **We are here to help!**

Emails to Families in Your Community

Family, PTA, and Neighborhood email lists are a great way to get the word out. Reach out to your local school's PTA, HOA, Community Association, or Citizen's Association for help in spreading the word to parents and families about the Girls on the Run or Heart & Sole team at their school! They may be able to send out an email blast to the community about the program.

If you are a returning site, don't forget to email your families from last season! All families from the past year will receive an email from our office, but it doesn't hurt to send a personalized email from you to get the families excited for the upcoming season! If you need the past season's roster for your site, please contact Christina at clambacher@gotrnova.org. And don't forget to share our website for families to be able to register: <http://www.gotrnova.org/>.

We have several email templates available for your use! Here's an example below which you can modify, or create your own announcement:

"Girls on the Run is coming to <<Site Name>>! GOTR is a physical activity based positive youth development program for girls in 3rd-8th grade. The program teaches life skills through dynamic interactive lessons and running games. The goal of the program is to unleash confidence through accomplishment, while establishing a lifetime appreciation of health and fitness.

<<**For In-Person** - Our program has been adapted to ensure physical distancing and safety. In-person practices include safety, sanitizing, and physical distancing precautions and modifications.>>

<<**For Virtual** - Girls can participate in virtual practices using an internet-connected device or by phone! Materials will be mailed home so girls are ready for their first practice. The journal your girl will receive will allow her to easily engage with her team and coaches.>>

Starting the week of <<Season Start Date>>, the team will meet every <<Practice Days>> from <<Practice Times>>. The program culminates in a celebratory 5K at the end of the season! The standard program fee is \$160-\$175 and includes 16-20 lessons/practices, a t-shirt, water bottle, entry into the 5K, a 5K medal, and more. Financial assistance is available for anyone who needs it, with the lowest program registration cost being \$18 for the season. **Registration begins on August 9th at www.gotrnova.org.**"

SPANISH TRANSLATION: ¡"Girls on the Run viene a <<Site Name>>! GOTR es un programa de desarrollo juvenil positivo basado en actividades físicas para chicas en grados 3 a 8. El programa enseña habilidades de vida a través de lecciones interactivas dinámicas y juegos de correr. El objetivo del programa es soltar confianza a través de logro, mientras se establece una vida agradecimiento de salud y aptitud.

<<**For In-Person** - Nuestro programa ha sido adaptado para garantizar el distanciamiento físico y la seguridad. Las prácticas en persona incluyen precauciones de seguridad, desinfección y distanciamiento físico.>>

<<**For Virtual** - ¡Las niñas pueden participar en prácticas virtuales usando un dispositivo conectado a Internet o por teléfono! Los materiales se enviarán a casa para que las niñas estén listas para su primera práctica. El diario que recibirá su niña a le permitirá interactuar fácilmente con su equipo y entrenadores.>>

Comienza la semana de <<Season Start Date>>, el equipo encontrará cada <<Practice Days>> de <<Practice Times>>. ¡El programa culmina en una 5K de celebración al fin de la temporada! La tarifa estándar del programa es \$160-\$175 y incluye 16-20 lecciones/prácticas, una camiseta, una botella de agua, entrada en la 5K, una medalla de 5K, y más. Asistencia financiera es disponible para personas que lo necesitan, con el menor costo de registro del programa de \$18 para la temporada. **Registro empieza en el 9 de agosto a www.gotrnova.org.**"

Additionally, we will send email templates throughout registration to Head Coaches/Site Liaisons for you to be able to forward to your site's networks!

Please feel free to edit email templates as needed for your team (for example, if your GOTR program is 3rd-6th, not 3rd-5th, please feel free to update that!)

[Flyers](#)

We have created several recruitment/informational flyer templates that you are encouraged to use! You can share these virtually, by including them in emails, social media posts, and more, but you can also print these to share in your community.

Print flyers to share and post at community centers, local businesses, trailheads, places of worship, community health centers, farmers markets, etc. Or reach out to these potential outlets to share your flyer virtually! You can also reach out to your HOA and Citizens Associations in your community.

GOTR NOVA is happy to print flyers for you. Below you can find a couple different flyer templates:

[Girls on the Run In-Person Teams](#)

[Girls on the Run Virtual Teams](#)

[Girls on the Run In-Person Teams - SPANISH](#)

[Girls on the Run Virtual Teams - SPANISH](#)

[Heart & Sole In-Person Teams](#)

[Heart & Sole Virtual Teams](#)

[Heart & Sole In-Person Teams - SPANISH](#)

[Heart & Sole Virtual Teams - SPANISH](#)

These flyers are templates, so again, please feel free to make customizations for your site as needed! (For example, if your GOTR program is 3rd-6th, not 3rd-5th, please feel free to update that.)

[PTA or Community Newsletter Memo](#)

Below is an informational blurb about the program that you can share with your site's PTA, PTO, HOA, or Community family listserv:

Registration is now open for the Girls on the Run/Heart & Sole program at <<**SCHOOL/SITE**>>. By using a curriculum that creatively integrates running with life lessons, Girls on the Run empowers girls to develop the confidence and character they need to become strong and healthy young adults. Through safety and physical distancing modifications, GOTR NOVA will be able to continue to bring critical social-emotional programming to girls this spring with both in-person and virtual options.

Registration for the Fall 2021 program is open from **August 9th through September 7th**, and the season will run from the week of September 13th until November 21st. The standard program fee is \$160 (virtual) and \$175 (in-person), but we also offer military and sibling discounts, as well as financial assistance available for all families. For more information, go to the Girls on the Run of NOVA website (www.gotrnova.org) or contact the Girls on the Run/Heart & Sole team's head coach, <<**COACH**>>, at <<**EMAIL ADDRESS**>>.

SPANISH TRANSLATION: Registro está abierto ahora para el programa de Girls on the Run a <<**SCHOOL/SITE**>>. Usando un currículo que se integra creativamente correr con lecciones de vida, Girls on the Run empodera a las chicas para que desarrollen la confianza y el carácter que necesitan convertirse adultas jóvenes fuertes y saludables. A través de modificaciones de seguridad y distanciamiento físico, GOTR NOVA podrá continuar brindando programación socioemocional crítica a las niñas esta primavera con opciones tanto presenciales como virtuales. Registro para el programa de otoño 2021 está abierto del 9 de agosto hasta 7 de septiembre, y la temporada correrá desde la 13 de septiembre hasta 21 de noviembre. El precio estándar del programa es \$160-\$175, pero ofrecemos descuentos de militar y hermanas, tanto como asistencia financiera para familias que califiquen también. Para más información, va al sitio web de Girls on the Run of NOVA (www.gotrnova.org) o contacta la entrenadora del equipo de Girls on the Run/Heart & Sole, <<**COACH**>>, a <<**EMAIL ADDRESS**>>.

[Nextdoor, Patch.com, PeachJar, and other Neighborhood-Centered Websites](#)

Spreading the word virtually is critical in these times! Many families rely on neighborhood and community focused sites to learn more about activities, opportunities, and local updates. These sites are perfect to share information about a local Girls on the Run or Heart & Sole team!

[Nextdoor](#)

[Patch](#)

[PeachJar](#)

[Facebook](#) - you can join neighborhood or community groups, such as Fairfax Families, to post information about your team to local families

[Share Fun Videos](#)

Below are a couple short videos that you can share about the program. Videos are great to share via social media, email, or at virtual or in-person events!

For Families and Parents:

[Imagine What We Can Accomplish
We're Girls on the Run!](#)

For Girls:

[What Is The Best Part of Your Girls on the Run Team?
My Favorite Thing About Girls on the Run Is...](#)

[Student Take Home Folders](#)

In many schools, students have a designated day in which they take folders of information home for parents to read. This would be a great place to include a GOTR NOVA flyer. We understand this will likely be limited this Spring, but we expect that many schools will have mail going home from time to time. At many school sites, if you ask and submit flyers or info in advance, there are no printing costs. GOTR NOVA is also happy to print flyers for you!

FOR VIRTUAL SCHOOL: You can get creative and show the flyer by sharing your screen during video-classes and send an e-copy for the students to share with their parents/guardians.

Registration Stickers

Send interested girls home with a fun registration reminder sticker! Papers sometimes get lost in the shuffle, but giving out GOTR stickers for girls to stick on their shirts to remind their parents to sign up is another great way to get reminders home. [Click HERE for a template to print out stickers on Avery 8163 address labels!](#)

On-Site Registration Event

Have you thought about hosting an On-Site Registration Event? If possible at your site, this is a great way for parents/guardians to be guided through the registration process and a chance to get their questions answered. You could have computers or tablets open to the registration page for parents to register right then and there! **If helpful, GOTR NOVA program staff can be of assistance to bring computers, giveaways, and printed materials.** Let [Hunner Rezek](#) know what days and times you are planning on holding this event and we will plan to attend or provide materials for you!

A registration night is a great option for families who may have a language barrier, who need additional assistance to complete the registration form, or for families who may not have regular internet or computer access at home.

Pop-Up Event/Mini-Lesson

If you feel it might be helpful to get girls and parents excited about signing up for the program by giving them more insight to what the GOTR curriculum is all about, host a GOTR or Heart & Sole Pop-Up event! We've scripted an agenda for you to be able to introduce the program to both parents and potential participants, and lead interested girls in a mini-lesson. [Please click here for a sample Pop-Up agenda.](#) A Pop-Up may be good to combine with a registration night!

Back to School or Activities Info Night

Back-to-School and Activities Info Nights will look a little different this school year and will likely be completely virtual. But this is still a great opportunity to share information about your Girls on the Run or Heart & Sole team! If you are at a school site, find out when your school's back-to-school or activities night is to share information about your team.

"Calling all girls at <<school name>> in 3rd through 8th grade! Want to join a fun and interactive after-school program that just happens to involve running? Sign up for <<program name>> with your friends! The season will run from September 13th - November 21st at <<school name>>. Registration is now open, so sign up today! Through safety and physical distancing modifications, GOTR NOVA will be able to continue to bring critical social-emotional programming to girls this spring with both in-person and virtual options. For more info, email <<coach or site liaison name>> or visit Girls on the Run's website at www.gotrnova.org."

SPANISH TRANSLATION: "¡Atención todas chicas a <<school name>> en grados 3 a 8! ¿Quiere unirse un programa divertido e interactivo después de la escuela que incluye correr? ¡Registrarse para <<program name>> con sus amigas! La temporada correrá del 13 de septiembre hasta 21 de noviembre <<school name>>. A través de modificaciones de seguridad y distanciamiento físico, GOTR NOVA podrá continuar brindando programación socioemocional crítica a las niñas esta primavera con opciones tanto presenciales como virtuales. ¡El registro está abierto ahora, pide a sus padres que le registren hoy! Para más información, contacta <<coach or site liaison name>> o visite el sitio web de Girls on the Run en www.gotrnova.org."

Social Media

Social media is a great way to spread the word about your GOTR or Heart & Sole team! You can use your personal account to share with your network. We strongly encourage you to search for and join community, neighborhood, and parent/family Facebook groups so you can spread the word to families outside of your immediate network!

If you have access to a school, PTA, or GOTR-specific Facebook, Twitter, or social media feed, that's another great avenue to post about your Girls on the Run or Heart & Sole program.

Check out our customizable social media tiles with template post content below:

[Download template social media tiles and blurbs!](#)

Here are some additional posts that you can use. Just copy the entirety of the bullet point below and paste it to your social account (**And, please don't forget to tag us as well! @gotrnova (Twitter/Instagram) or @girlsontherunNOVA (Facebook):**

Facebook and Instagram:

- Girls on the Run and [insert team name] is proud to offer girls an inclusive, accessible, and trauma-sensitive environment for girls of all backgrounds and abilities to thrive. 🌸 Click here to learn more about the positive impacts of the program and register your girl today: www.gotrnova.org
- **For in-person teams:** Girls on the Run will be offering girls an inclusive space to grow and thrive this spring! We are excited to have the flexibility to seamlessly transition between in-person and virtual practices should our community's needs change. Register your girl today by clicking here: www.gotrnova.org
- **For virtual teams:** Girls on the Run is still happening this spring — virtually! Your girl will meet with her trained coaches over Google Meet or Zoom for one hour twice a week for 8 weeks to learn lessons such as practicing empathy, standing up for herself and others and more. Click here to learn more about the program and to register your girls for our team: www.gotrnova.org
- "I learned that the girl deep inside me is who I really am. And when I run, I am fearless" - Girls on the Run Participant. Register today at www.gotrnova.org
- "Strong girls...are perfect just the way they are" - Girls on the Run participant. More information on [program name] at [program name] is more than just a running program. See how and why you should register your girl for [program name] this season: www.gotrnova.org
- A recent independent, longitudinal study of Girls on the Run highlighted the impact of our structured curriculum program. Among GOTR girls, 97% of girls learned critical life skills like managing emotions and resolving conflict, and 95% of girls showed improvement in confidence, competence, caring, character, connection, physical activity or a reduction in screen time. We hope to continue that trend! Register here: www.gotrnova.org

Twitter:

- [Girls on the Run/ Heart & Sole] registration is now open for virtual and in-person teams! [Insert site name] practices [insert mode: virtually or in person] on [insert days and times]. Register today: www.gotrnova.org
- "At the end of the 5K, my daughter threw herself into my arms and told me thank you." Register your daughter today: www.gotrnova.org
- Need financial assistance for [program name]? See [coach name] for more information. Girls on the Run offers military and sibling discounts as well! Register here: www.gotrnova.org

Participant Recruitment Timeline

Now that you've got some recruitment ideas going, here's a suggested participant recruitment timeline to give you a framework on how to promote your Girls on the Run or Heart & Sole program at your site! We understand that each site is different and that one size does not fit all, so this is simply a suggested timeline to utilize as you see fit. As you know your network, neighborhood, and families best, please feel free to tweak as needed; but we hope this is a good timeline to work with, especially if this is your first season leading or assisting with promoting the program!

Prior to Registration Opening: Week of August 2nd

- Find a local community newsletter(s) to share information with families about the GOTR or H&S program and a notification that registration will open on **Monday, August 9th**.
- If your site has a regular PTA or parent newsletter, determine the newsletter schedule and plan ahead so that information about your team can be included in the newsletter during registration.
- Plan an on-site or virtual registration/info night date now (only if applicable or possible), so that you include that in your communication during registration.
 - It may be helpful to identify any already planned in-person or virtual events at your site to join in on! A PTA meeting or family/site-wide event would be a great opportunity to spread the word.

Week 1: August 9th - August 15th

- Print and post flyers on site to promote the program (for in-person teams).
- If you have access to a site-specific, PTA, or GOTR-specific social media outlet, post an announcement that registration is open.
- Post a flyer and blurb on Nextdoor, Patch, PeachJar, Facebook group, or other community website.

Week 2: August 16th - August 22nd

- Print and send home recruitment flyers in take-home folders (if applicable).
- Print flyers to share and post at community centers, local businesses, trailheads, places of worship, community health centers, farmers markets, etc. And/or reach out to these potential outlets to share your flyer virtually!
- Post a flyer and blurb on Nextdoor, Patch, PeachJar, Facebook group, or other community website.
- Find other local community newsletters to share information with families about the GOTR or H&S program.
- Weekly social media post.

Week 3-4: August 23rd - September 5th

- Host a registration or info night (either in-person or virtually).
- Add a GOTR promotion to your school/site announcements.
- Post a flyer and blurb on Nextdoor, Patch, PeachJar, Facebook group, or other community website.

- Find other local community newsletters to share information with families about the GOTR or H&S program.
- Weekly social media post.

Final 2 Days of Registration: September 6th - 7th

- Regular registration ends on Tuesday, September 7th at midnight.
- Send a final reminder home to families, either via email or take-home folders (or both!), letting them know that registration closes on Tuesday, September 7th.
- Post a flyer and blurb on Nextdoor, Patch, PeachJar, Facebook group, or other community website.
- Print registration reminder stickers for interested girls to be able to wear home to remind their parents/guardians (if applicable)!

Late Registration: September 9th - September 24th

- If your site is open for late registration, continue to spread the word!