



SOLEMATES®

Girls on the Run

Your journey.

MAKE THE FIRST DONATION.

Kick-off your fundraiser by making the first donation. Not only does this say to your supporters that you are invested in the cause, but studies show that **others are more likely to donate when you do!**



PERSONALIZE YOUR FUNDRAISING PAGE.

Remember that your supporters might be interested in Girls on the Run, **but they are definitely interested in you!** Having personalized content will help to create a powerful, meaningful connection between your donors and Girls on the Run.



ASK EARLY AND OFTEN.

Start asking right away. Don't be shy to follow-up with people if you don't hear back. Our world is busy, inboxes get flooded, and commitments pull people in all different directions—so **they appreciate friendly reminders.**



DO A FINAL, BIG PUSH WHEN YOU ARE CLOSE TO HITTING YOUR GOAL.

Studies show that **people are more likely to donate when a fundraiser has nearly reached its goal.** Go ahead and send out a round of emails, post to social media, and reach out in-person when you are nearly at your goal.



SET SMALL GOALS ALONG THE WAY AND CELEBRATE MEETING THEM.

Raising \$3,000 might seem intimidating, but \$200? That seems more manageable! Break up your fundraising into smaller pieces by **aiming to raise a certain amount each week.**



GET SOCIAL.

Continue thanking and updating your supporters on social media. **Tag those who have generously donated!**



Her future.



Fundraising Tips: SoleMate to SoleMate

REMEMBER THE REASON

"At first, I was hesitant to be a SoleMate because I am not the type of person to ask for money. Then, I realized that I wasn't asking people for me personally. Instead, I was **giving them an opportunity** to bring Girls on the Run to more girls in my community."

—Nancy H.

GET STARTED ON THE RIGHT FOOT

"If you haven't yet, make a generous donation to your fundraiser to kick it off! It shows people that you are backing the cause and it helps you reach your goal. **A win-win!**"

—Patricia G.

PRACTICE, PRACTICE, PRACTICE

"With more and more practice, I became less uncomfortable with making "the ask" and before I knew it, **I was able to increase my fundraising goal.** I realized that people were really enthusiastic to support me because they knew that it was something I cared so much about."

—Maggie F.

TAKE IT ONE STEP AT A TIME

"Think about fundraising as incremental and **take things step-by-step**, donation-by-donation. Be proactive in reaching out to your networks and authentically sharing with them why you are a SoleMate for Girls on the Run and why you are asking for their support."

—Jill A.

FIND A MENTOR

"Consider having a **fundraising mentor or partner** to help you along—someone who you run ideas by, keeps you accountable, and asks, "did you think to do this?" or "what about asking this person?"

—Nancy H.

DON'T BE SHY ABOUT ASKING!

"You can't be shy about **asking through any means possible.** Calling, texting, e-mailing, old-fashioned mail, and social media all work."

—Kyla D.

SAY THANK YOU

"After my race, I sent out a postcard or a thank you note with a finish line photo. I think that **personally following-up** with each of the people who have supported you **is super important.**"

—Alett M.

BONUS ROUND >>>

DON'T FORGET ABOUT YOUR EMPLOYER!

Many companies have matching gift programs or have funds to support an employee's fundraiser for a nonprofit. **Ask your employer for their support**—perhaps they can make a donation to your fundraiser, match your personal donation, or even match the total amount that you raise!

HOST A DONATION DINNER.

Invite family and friends to a Donation Dinner Party. Prepare a delicious meal at your home and ask your guests to give a minimum donation to Girls on the Run. You might consider a theme (such as Hawaiian luau, Mexican fiesta, backyard campfire, pizza night, murder mystery, or appetizers & bite-sized eats). Include auction items or a raffle to **truly bring the fun to FUNdraising!**

ASK US FOR HELP!

We believe in you and we are here to help! Please contact Girls on the Run using the information below.

SOLEMATES@GOTRMIDMD.ORG

