



SOLEMATES®  
Girls on the Run

Your journey.

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.

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!**

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**

