Fundraising Toolkit for Girls on the Run’s Virtual 5k Your Way

Thank you for your support of Girls on the Run NYC! This document provides tools to make fundraising easy - and effective. Included, you’ll find an overview of fundraising channels, instructions for how to set up Facebook Fundraiser and RacePlanner pages, templates and graphics you can use when posting about Girls on the Run, and a list of fundraising best practices.

Not able to fundraise? Encourage friends & family to register for the Virtual 5k at gotrnyc.org/virtual5k.

If you have any questions, please contact 5k@gotrnyc.org.

Important Organizational Information about Girls on the Run NYC

- Girls on the Run NYC’s Facebook Page: facebook.com/GOTRnyc
- Girls on the Run NYC’s Facebook Fundraising Page: facebook.com/pg/GOTRnyc/fundraisers/
- Girls on the Run NYC’s EIN: 27-0131315 (use this number for matching gifts to make sure that funding goes to your local Girls on the Run page. It can also be called a “tax ID number” or “federal charity identification number” depending on the source)
- Girls on the Run NYC help desk: 5k@gotrnyc.org — if you have a question about setting up your Facebook fundraiser and you need support, email us at any point and we’re happy to help you!
- How do fundraising gifts help?
  - $35 can sponsor a pair of running shoes for one girl.
  - $150 can provide healthy snacks and running shoes for three girls in our program.
  - $350 can support a full season scholarship along with running shoes and healthy snacks for one girl.

Fundraising Channels

There are multiple channels through which you can fundraise, including:

Social Media (Facebook, Instagram, Twitter)
- Social media can be a great way to reach a wide audience when asking for donations.
- On Facebook and Instagram, you can embed “Donate” buttons directly into your post or story.
- Alternatively, you can provide a link to the gotnyc.org/donate website.
Email
- Collect donations from your friends and family who prefer to communicate by email.
- Ask people to forward your email to their own family and friends to help you reach your goal.
- Send a follow-up note! It sometimes takes multiple messages and reminders before you catch a potential donor at the right time for them to take action.

Face-To-Face (virtually!)
- Whether you are having a 1x1 coffee catch-up with a friend or a team meeting at work, tell people you are fundraising and invite them to contribute.
- If they express interest, let them know you will follow up in writing with the logistical details.

Set up a Facebook fundraising page (instructions included in document)
- Fundraising through Facebook is a fun, social way to let your friends know that you’re invested in girls’ leadership and limitless potential.
- It’s a great tool for organizing, allowing you to send updates and thank yous (with emojis) as support comes in.

Set up an independent fundraising campaign page (instructions included in document)
- You can create a fundraising page with a unique URL through our platform RacePlanner, and share that URL anywhere!
- You can customize this page and track your fundraising on it, and donors do not have to have an account with any entity to donate through your fundraising page.

Across all channels, be vocal about why you are passionate about this cause – tell your story!

Remember: You are not asking for money for yourself - the money goes to a great cause, helping New York City girls reach their limitless potential!

Sample language for each channel can be found in the ‘Templates’ section.

How to set up a Facebook fundraiser for Girls on the Run NYC

If you’re planning on setting up a Facebook fundraiser, here are some guidelines from Girls on the Run NYC to make sure that you have the biggest impact where you want it the most.

Right off the bat, let’s be sure that you’re choosing the correct page. A common mistake is choosing “Girls on the Run” as your sponsored organization. It’s the first one that pops up, but it is not Girls on the Run NYC. Girls on the Run NYC’s facebook fundraising page can be found here or by searching “Girls on the Run NYC” in your fundraising set up page.

Why this matters:

If you choose “Girls on the Run,” your funding doesn’t go to Girls on the Run NYC, as “Girls on the Run” is the headquarters organization, which is a separate independent nonprofit.
Step-by-Step Guide:

To create a fundraiser for Girls on the Run NYC, click here or follow these steps:

1. Click Fundraisers in the left menu of your News Feed
2. Click Raise Money
3. Select Nonprofit/Charity.
   a. You’ll be asked to fill in the name of the organization. Be sure to fill in “Girls on the Run: NYC”

You’ll see in the photo above that Girls on the Run International - and even other chapters - will occasionally show up above Girls on the Run NYC.

4. Select a charitable organization (Girls on the Run NYC), choose a cover photo and fill in fundraiser details
   a. We’ll provide examples of these below, including a cover photo and sample language
   b. Set a goal & timeframe that makes sense for you -- including a plan for a reach goal if you hit it!
5. Click Create
6. Start reaching out to friends, running buddies, family, and people who believe in girls’ limitless potential. The best way to start is with a donation from yourself so that people can see you’re invested (and so that they aren’t the first to donate!)

To invite people to donate to a fundraiser:

1. From the fundraiser, click Invite.
2. Click Invite next to the friends you want to invite to contribute to the fundraiser.
How to set up a fundraising campaign page for Girls on the Run NYC

If you’d prefer to use our platform (RacePlanner) to create a fundraising campaign page accessible to anyone with its own unique URL, here are additional resources:

Use this link to create a fundraising page
How to manage your fundraising campaign with our platform RacePlanner

Templates:

Cover Photos:
Email 5k@gotrnyc.org to get the full size file!
Below follows a set of editable options for your fundraising posts, emails, and pages. Feel free to adjust and take what makes sense to you.

**Social Media:**

Join me as I run for a cause - inspiring girls to be joyful, healthy and confident! You can donate to my campaign at [insert how to donate] and ensure girls have safe and effective tools to participate in physical activity and learn social and emotional skills in the coming months.

**Email & Facebook Fundraiser / Fundraising Campaign via RacePlanner (“about” page):**

“Join me as I run for a cause - lacing up for Girls on the Run NYC!

Girls on the Run NYC inspires girls to be **joyful**, **healthy** and **confident** using a fun, experience-based curriculum which creatively integrates running.

We work to build a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. **But they can’t reach those goals without our support.**

Currently, more than 80% of the girls in the Girls on the Run NYC program come from low-income communities. Funds raised provide these girls with full scholarship and subsidy support to participate in our life-changing program, empowering them to be confident, healthy and joyful. **Your support will help Girls on the Run NYC serve all girls, regardless of financial need.**

Let’s make it possible for every girl in NYC to reach her limitless potential!”

**Best Practices in Fundraising!**

- **Get organized.** Make a list of your contacts and keep track of who you have contacted, what they said, any donations, and thank you-notes.
- **Thank your supporters!** Each time a donation comes in, acknowledge it and express your appreciation.
  - On Facebook, you can login and comment on their donation. Whether it’s just sending a quick “like” or sending a message of thanks, it means something to your supporters!
  - If you set up a fundraising campaign through RacePlanner, you can receive an email via BCC on every donation made -- so you immediately know who is giving to Girls on the Run NYC through your campaign -- and send an email of thanks to them in addition to the email they get automatically from the Girls on the Run NYC system.
- **Send weekly updates!** Let your supporters know how you’re doing - it can be posting a picture of your run that morning, a quick rundown of how much you’ve raised (and how far you have to
go), or a countdown until your big race. Studies show that people who provide campaign updates raise SIX TIMES more support than those who do not.

- **Ask if your supporters have matching gifts** through their company or organization. Many companies in NYC match up to double or triple their employee’s donation - which is huge (and goes towards your total). Check in with your friends and ask your friends to check if their employer matches gifts.

- **Get personal!** Share your own story and connection to GOTR NYC and connect your supporters to GOTR NYC’s mission.

- **Provide opportunities for your supporters to get involved** - invite them to join the Virtual 5k Your Way too!

- **Start!** Make a commitment to spend some time during the day to do your fundraising ... the hardest part is getting started.

**Get in touch with us!**

- **Share your fundraising success stories** with us. In June, we will be featuring fundraisers across Girls on the Run social media channels. Send details of your fundraising feats (amount raised, fundraising tips) to 5k@gotrnyc.org along with a picture of you representing Girls on the Run!

- Reach out at any time -- **we’re here to support you** and and to make sure you have everything you need for a successful and fun fundraiser! Contact us at 5k@gotrnyc.org.