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.
Participating in Girls on the Run transforms girls’ lives by helping them.

Healthy relationships, and feel good about themselves inside and out. In fact, Girls on the Run makes a stronger impact than organized sports or physical education programs in teaching life skills.

Girls who were the least active at the start of the program increased in physical activity by more than 40%.*

97% of participants learned critical skills to manage emotions, resolve conflict, help others, or make intentional decisions.

*2016 independent study conducted by the University of Minnesota and positive youth development expert Maureen R. Weiss, Ph.D.

What is Girls on the Run?

Dedicated to a world where every girl knows and activates her limitless potential, Girls on the Run has impacted the lives of millions of girls across the country through fun and effective afterschool and camp programming designed to enhance girls’ social, emotional, and physical skills and behaviors to successfully navigate life experiences.

Trained coaches lead small teams of girls in grades 3-8 through the program’s intentional curriculum which creatively integrates running. The program culminates with girls completing a celebratory, non-competitive 5K where they learn that the finish line is just the beginning!

At Girls on the Run, girls will:

- Develop and improve competence
- Feel confidence in who they are
- Develop strength of character
- Respond to others and oneself with care
- Create positive connections with peers and adults
- Build lives of purpose and make a meaningful contribution to community and society.

Why Does Girls on the Run Matter?

Did you know that...

- girls’ self-confidence begins to drop by age 9?
- 50% of girls ages 10 to 13 experience bullying?
- physical activity levels decline at age 10 and continue to decrease throughout adolescence?

Participating in Girls on the Run transforms girls’ lives by helping them increase their self-confidence, develop healthy relationships, and feel good about themselves inside and out. In fact, Girls on the Run makes a stronger impact than organized sports or physical education programs in teaching life skills.

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As a fundraiser, you are raising critical funds that will help teach girls how to shut down crippling negative self-talk and arm girls with the tools they need to stand up for themselves and others.
THANK YOU!

Girls on the Run
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