



THE GIRLS ON THE RUN GUIDE TO RAISING MONEY

Asking for money can seem like a daunting task. But when you believe in a cause and follow a few simple tips, you can accomplish your goal. Before you begin, review some of these suggestions for effectively reaching your goal.



TIP 1

KICK IT OFF WITH YOUR OWN DONATION.

Give your project a vote of confidence and let others see your commitment by making the first donation.



TIP 2

SET A MEANINGFUL GOAL.

Don't shortchange the generosity of the people you know. Be confident and clear about the amount you hope to raise and share how these funds will make a difference. Put the word out when you reach the halfway point and when you're close to reaching your target! Milestones like that are great motivators for giving.



TIP 3

REACH OUT DIRECTLY TO THE PEOPLE CLOSE TO YOU.

People give to organizations their friends and family support. Let your inner circle be the first to know about your project by emailing or private messaging them individually or as a small group. Ask them to stand with you as the first people to donate.



TIP 4

ASK MORE THAN ONCE.

Timing is everything. People miss emails, forget to follow up and/or experience fluctuations in what they have to give. Don't assume that someone who didn't give right away is not interested. Reach out more than once and through several channels during the course of your project.



TIP 5

USE SOCIAL MEDIA TO SPREAD THE WORD.

Regularly post about your project through the social media you already use. After your kick-off message about your project and why you're doing it, posts can be about how much you've raised, special thanks to recent donors, an occasional daily-challenge for donations, pictures or video clips related to the project, etc. Be creative!



TIP 6

BE POSITIVE. BE PERSONAL.

If you are excited about Girls on the Run, chances are that your friends and family will get excited too. On your fundraising project page and in your communications, share what you love about Girls on the Run and why you started your project. Include photos.

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TIP 7

MAKE IT EASY TO GIVE.

Put the link to your project page in every social media post and email about your project as well as in your email signature during the duration of the project.



TIP 8

THANK YOUR DONORS!

Thank each donor within a day or two of their gift. Again, make it positive and personal. Your thanks is their first reward for giving their time and money to support your project.