**Gourdy’s Pumpkin Run • 2021**

**Empowerment Patch Social Media Copy and Graphics**

*Dear Empowerment Patch team member,*

*We are so grateful for your commitment as a member of the Empowerment Patch with Gourdy’s Pumpkin Run! You are now part of an incredible team made up of kind-hearted and determined individuals who are committed to themselves and to making a difference in the lives of girls.*

*Social media offers an easy and free way to connect with people near and far to ask for their support as you prepare for Gourdy’s Pumpkin Run and raise funds for Girls on the Run. This document provides* ***copy for social media posts that correspond to downloadable graphics****.*

*Thank you again for making the commitment and showing up for yourself and for girls. You are a true superstar!*

*PS- Feel free to use this content in emails to friends and family! Don’t feel restricted to only sharing it on social!*

**Quick Tips Before You Start**

**Personalize the Content**

The content in this document was created with the intention of making it easy to simply copy and use directly on the social media platform of your choice. However, there are spots throughout the copy where you can add personalization. Personalizing content will better permit you to authentically connect with individuals when asking for their support, so you are certainly encouraged to do so!

**Feel Free to Use Other Social Media Platforms**

The content in this document was created specifically with Facebook and Instagram in mind. However, you might be more comfortable with or more active on other platforms such as Twitter or LinkedIn. You are welcome to adjust the content to fit one of these platforms — or any others.

**Post Often and Consistently**

We recommend that you post once a week throughout the period that you are fundraising, with more frequent posts as you get closer to meeting your fundraising goal and/or closer to the date of Gourdy’s Pumpkin Run!

**Include the Weblink to your Personalized Fundraising Page**

It is important to make donating as easy as possible for your friends, family and supporters. Be sure to include the link to your online fundraising page in all your social media posts. That way, when someone sees one of your posts they can easily click to your fundraising page to make a donation! You might also consider adding it in the “bio” section of your Instagram profile.

**Tag Girls on the Run and Gourdy’s Pumpkin Run Accounts**

Consider tagging Gourdy’s Pumpkin Run and Girls on the Run International social media accounts on your posts! That way, the teams at Gourdy’s and GOTRI can show their support!

Gourdy’s Pumpkin Run

Instagram: [Click here.](https://www.instagram.com/gourdyspumpkinrun/?hl=en)

Twitter: [Click here](https://twitter.com/Gourdys5K)

Facebook: [Click here.](https://www.facebook.com/GourdysPumpkinRun)

Girls on the Run International

Instagram: [Click here.](https://www.instagram.com/girlsontheruninternational/)

Twitter: [Click here](https://twitter.com/GOTRI)

Facebook: [Click here.](https://www.facebook.com/girls.on.the.run.international/)

**Use hashtags!**

Here are some suggested hashtags to use:

#gourdyspumpkinrun #empowermentpatch #girlsontherun #gotr

**Use your own photos!**

In place of graphics, consider using your own photos that might help to illustrate why you are passionate about supporting girls at such a critical age.

**Social Media Graphics**

All graphics can be found at the link below:

https://www.girlsontherun.org/empowerment-patch/

**Social Media Copy**

**Graphic: Her Voice Matters**

I am passionate about providing girls with the tools they need to learn how to stand up for themselves and others. That is why I am so excited to support Girls on the Run, an organization that instills confidence in girls to use their voices in ways that matter. Your donation to my fundraiser will make it possible for more girls to have access to Girls on the Run. Will you help me reach my goal of $[enter amount] by donating to my fundraiser today? [insert personal fundraising page URL link]

**Graphic: Wish I Had GOTR**

I wish I had a program like Girls on the Run in my community when I was growing up. [Or: *I have heard many adults say that they wish they had a program like Girls on the Run when they were growing up.*] The good news? I CAN support their important work by fundraising. And that is exactly what I am doing! Will you consider supporting me by donating to my fundraiser today? [insert personal fundraising page URL link]

**Graphic: Going the Distance**

As I get ready for Gourdy’s Pumpkin Run, I am trying to accomplish big things by going the distance for the girls in my community! How? By being a member of the Empowerment Patch and raising money for Girls on the Run, an organization committed to inspiring young girls to be confident, joyful and healthy. I need your help in supporting this inspiring cause by donating today. Thanks to your support, her future will be bright! [insert personal fundraising page URL link]

**Graphic: Supporting Next Generation**

At Girls on the Run, caring coaches cultivate confidence and inner strength in the girls they coach. These coaches are trained in fostering a supportive and inclusive environment where EVERY girl appreciates her value and all that she can contribute to our world. Support today’s girls — the next generation of women — by making a gift to my fundraiser. [insert personal fundraising page URL link]

**Graphic: Training to Support Girls**

Why am I inspired to train for Gourdy’s Pumpkin Run AND fundraise at the same time? Because I am supporting Girls on the Run — a program that is for ALL girls. How amazing is that? All girls have a place to belong at Girls on the Run. And isn’t it something that all of us want…a place to belong? Say YES by donating to my fundraiser today! [insert personal fundraising page URL link]

[*As an alternative to the copy above: insert your personal reason or motivation fundraising!]*

**Graphic: 50% Goal**

Wow, $[insert amount equal to half of fundraising goal] down and that same amount left to go! Thank you so much to everyone who has already donated to my fundraiser for Girls on the Run. You rock! If you haven’t donated yet, please consider making a gift so that a girl can find confidence through Girls on the Run. Your support truly means so much. Click here: [insert personal fundraising page URL link]

**Graphic: 75% Goal**

**Copy:** Crushing it and it’s all because of you! But don’t worry — it’s not too late to make a difference in the life a girl. If you haven’t yet already, would you consider clicking the link to help me reach my fundraising goal so that more girls can learn important life skills through a program that creatively integrates physical activity? Every single donation counts! Donate here: [insert personal fundraising page URL link]

**Alternative Copy:** Tag, you’re it! I am more than halfway to reaching my fundraising goal and I need your help to finish strong! If you have already donated, would you consider tagging a friend in the comments and encouraging them to donate? Together, we can help girls lead joyful, healthy and confident lives! Donate here: [insert personal fundraising page URL link]

**Graphic: Goal Reached**

**Copy:** Thank you, thank you, thank you! Because of you, I have reached my goal of $[insert goal]. From the bottom of my heart, thank you for empowering girls. But we don’t have to stop here. There is still time. Let’s see how much further we can go! Will you join all the amazing people who have already donated by making a gift to my fundraiser? [insert personal fundraising page URL link]

**Graphic: Thank You**

**Copy:** Shout out to those who have donated to my fundraiser for Girls on the Run! By supporting my journey as an Empowerment Match member, your donation is helping another girl recognize her limitless potential. If you haven’t done so yet, please click the link to donate! It would mean so much. [insert personal fundraising page URL link]

**Alternative Copy:** Can you believe it? I met my fundraising goal, and I couldn’t have done it without you! Because of your generous support, more girls in our community can join Girls on the Run, a program that inspires girls to be confident and boldly pursue their dreams. Thank you! P.S.It’s not too late to make a gift if you haven’t yet already! Just click here: [insert personal fundraising page URL link]