



EMPOWERMENT PATCH

your fundraising road map



your journey

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

