

DREAM IT. DO IT. BE IT.

a virtual event to benefit Girls on the Run

EVENT HOST TIPS!

Thank you for being an Event Host! We are excited and hope you are too! **Our goal is to raise \$250,000 to support girls from coast to coast**, and you play an essential role in raising awareness and critical funds for the Girls on the Run mission.

Here are some tips to help you be the most successful event host you can be!

CONNECT YOUR GUESTS WITH THE GOTR MISSION

Sharing your Girls on the Run story will help guests gain a deeper understanding of the impact GOTR makes on girls, families, and communities. **The need is great** - studies show that girls' confidence drops about twice as much as boys' by adolescence. Friendships become more complicated, girls' perception of their academic ability declines, mental health concerns increase, and participation in physical activity plummets. At Girls on the Run, participants gain confidence, improve how much they like the person they are, and use the important life skills they learn at home, at school and with friends.

KICK OFF YOUR FUNDRAISING WITH A PERSONAL GIFT

Show your commitment to GOTR by **making the first donation**, and then encourage your guests to match it or make a gift that is comfortable for them. Leading by example and considering your guests' comfort level is a soft approach to fundraising that will motivate others to invest in our important work.

SET A GOAL AND ENCOURAGE YOUR GUESTS TO MEET IT

Set an impactful yet realistic goal for how much you would like to raise. The goal can be tied to the event theme, speakers, or mission. For example, \$1,500 can provide financial assistance to a team of girls to participate in one season of GOTR. Or, set a goal of \$320 in honor of Simone Biles' 32 Olympic and world medals. Share your goal with your guests and encourage them to help you meet it!

GENTLE REMINDERS GO A LONG WAY

Life sure gets busy, and your guests will appreciate gentle reminders to tune in on March 31 and make a donation during the event. **Dream it. Do it. Be it.** is the only Girls on the Run International fundraising event of the year, and **a gift of any size will make a tremendous difference.** Here's sample language to help you get started: "At the Dream it. Do it. Be it. event, you will have an opportunity to make a gift to support the important work GOTR is doing to empower and inspire girls. I am making a donation based upon my comfort level, and I encourage you to do the same."

ENGAGE WITH YOUR GUESTS IN A FUN AND VIRTUAL WAY

A group text is a fun way to stay connected during the event. Guests can share when they are moved by a speaker, their favorite moment, and photos of themselves enjoying the event. It is also a great way to **encourage guests to donate** - make it simple by sharing the link to donate in the text.

Please contact gotrevents@girlsontherun.org with questions about the event, your role as an event host, or for more tips and support! We can't wait for you to join us on March 31!