



Introduction

The End-of-Year Giving campaign is one of the most visible and emotionally resonant opportunities to connect with donors before the end of the calendar year. At Girls on the Run, this campaign is not just a revenue driver; it's a storytelling moment. As part of the campaign, we will incorporate insights and quotes from the end-of-season surveys: authentic voices from girls, caregivers, and coaches that highlight the program's transformational impact. While connected by the strength of our brand — through the distinct design, theme, and voice — this EOY Giving campaign council toolkit is a rich assortment of turnkey resources designed specifically for councils with optional robust customization opportunities. **No matter your council's bandwidth or experience, resources have been designed to suit all campaigns.**

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Checklist

In addition to a council-specific campaign, increased customization recommendations are provided. These are optional, but to utilize all potential customizations, the following data points, reports, images, and more should be compiled:

Data Points:

While recommended to be previously collected, the following data points will enable greater customization of the toolkit assets:

- **EOY Fundraising Goal:** Define your council's end-of-year campaign goal. Review the total raised last year and consider any new strategies you are implementing that will impact your results when deciding how much you can grow this amount. You will publish this goal and will include it in social media graphics.

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- **Girls Served:** Number of participants served in calendar year 2026
- **Scholarship Dollars:**
 - **1)** Dollar amount of scholarships given in calendar year 2026.
 - **2)** Projected dollar amount of scholarships planned for calendar year 2027. If a significant increase is projected, be ready to add the % increase and a short sentence or two explaining it.
- **Percentage of Scholarship:**
 - **1)** Percentage of calendar year 2026 participants who received financial assistance.
 - **2)** Projected percent of participants who will receive scholarships in calendar year 2027. If there is a significant increase projected, be ready to add the % of increase and a short sentence or two explaining the increase.
- **Note:** Look at your council's scholarship program and determine which metric paints a stronger, more compelling picture. Depending on how your scholarship program is structured, one metric might help you make a stronger ask.

Reports:

- **EOY Giving Data:** Your council's 2025 end-of-year donors (e.g., Nov. 15 - Dec. 31, 2025), including first name, last name, email address, and 2025 end-of-year gift amount.
- **Master Donor List:** All other council donors within the last 12 months, including first name, last name, email address, and total gift amount.
- **List Management:** Ongoing reporting regarding donors to this year's campaign. Removing those who have already donated before sending the next appeal is recommended.

Other/Optional:

- **Local Data:** Several appeals reference alums study data or national trends identified in the end-of-season surveys. If preferred and available, these can be replaced with local data points.
- **Credibility:** Charity Navigator, GuideStar, or other trust-building certification rating image
- **Matching Gift:** Matching gifts are an easy and effective way to double the impact of donations. Consider securing a match for this campaign. If sourced, you will need the gift amount and the name of the company or individual donor.
- **Thank You Video:** A short thank-you video from staff. This can be filmed on a smartphone and, while it needs to be genuine, does not need to be professionally done. A photo of staff with a thank-you message overlaid can be created in place.
- **Compelling Local Story/Quote:** A heartwarming anecdote about a local participant that relates to a sub-theme or key message, outlined above. Given this campaign's emphasis on lasting impact and data from the Alums Study, a story or quote from an alum would complement the campaign messaging.

Overview of Campaign Resources



Pinwheel Fundraiser Template

A fundraiser template is available in your Pinwheel environment. This fundraiser will appear as a page on the council ERS website. Please refer to the [ERS GOTR Websites Giving Page CMS & Pinwheel Instructional Guide](#) on the Council Portal for support for editing your council website.

It is recommended that councils use this template as it provides a specifically designed, plug-and-play fundraising page that reflects the campaign imagery and allows an easy way to track end-of-year giving separately from annual/general fundraisers. Use of the page also provides collective campaign data that enables HQ to better understand the effectiveness of the campaign materials and the overall council end-of-year fundraising usage to inform future offerings and potential enhancements to this campaign. Considerable resources are invested in creating this campaign, and data informs future work.

The fundraiser can be renamed if desired; this will not impact data reporting. [Click here](#) to further customize the banner graphic currently displayed by replacing photos.

Here are a few things that will need to be done within your Pinwheel campaign template to ensure it works for you:

In the Setup Tab:

- ✓ Settings
 - Settings tab: Update External Fundraiser Name, Internal Fundraiser Name, Goal, and Fundraiser Code
 - *Optional:* Images tab: Update the banner graphic to include council-specific photos. [Click here](#) to access the Canva template. Please note: Image dimensions for this campaign differ from other fundraisers because it displays as a **Giving Page** on your council website. The banner should be **1440px wide by 550px tall**, with space left in the center of the image to accommodate the **200x200 logo image**.
 - Payments tab: Turn on the payment methods you'd like to accept, including credit cards, electronic checks, and/or wallet payments (e.g., Apple Pay and Google Pay).
 - We recommend turning on all so donors can give how they'd like!
 - Payments tab: At the bottom, fill in the section for "Send email notification of credit card disputes and failed e-checks to"
- ✓ Initial Donation Page
 - Fundraiser Story: Update or remove matching gift language; update council tax language.
- ✓ When the fundraiser is closed, update the message to include your council's general annual fund page: "Thank you for being an awesome 'possum! Our campaign has ended, but we still need your help! Please visit [\[link to your general fundraising webpage\]](#) to make a donation and give a girl in our community the confidence she needs to thrive!"
- ✓ Receipt Settings

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- Receipt Sender: Consider updating this for a more personal feel.
- Send receipt copies to: Consider whether you would like anyone on staff to receive an email each time a gift to this campaign is made.
- Donation at the Account Level Receipt Message: update all bracketed items.
- ✓ **Finally... TEST it!** This is a vital step so that you can understand the donor experience, from the donation page to the emailed receipt.

All documents are on the Council Portal under [Fund Development > Individual Donors > 2026 End-of-Year Giving Campaign](#). Please note that many graphics include placeholder logos and copy, and must be updated via the Canva template link prior to use.

EOY Appeals and Donor Stewardship Resources:

- For councils using Pinwheel Email Marketing, email templates are pre-loaded in your Pinwheel environment.
 - Pre-campaign stewardship (October suggested send date)
 - 10 appeals
 - Post-campaign thank you
 - Donor Acknowledgement Template (email template; can also be mailed)
- [Email Templates, Copy, and Graphics](#)
 - Turnkey .PNG graphics can be found on the Council Portal [here](#).
 - Please click here for customizable Canva template links to [email headers](#) and [drop-in graphics](#).
- **Appeal Postcard** ([click here](#) for a customizable Canva template)
- [Best Practices for Securing an EOY Giving Match](#)

Board Peer-to-Peer Campaign Resources:

In addition to your council-level fundraiser that has been copied into your Pinwheel environment, we also recommend activating your board to support your EOY giving with peer-to-peer fundraising. **Councils that implemented EOY board P2P campaigns alongside EOY giving campaigns raised, on average three times more than peer councils.** Board members are strongly encouraged to use the **board-specific linked event and fundraiser** to create their fundraising page — **not** the Give Girls on the Run campaign. This ensures both the account-level and individual fundraiser pages display correctly.

Two additional templates have been added to your Pinwheel environment. These are:

- A peer-to-peer fundraiser registration **event** – share this with board members for them to register to set up their individual fundraising page
- A peer-to-peer **fundraiser** – board members' fundraiser pages will automatically be generated here after they register for the event.
- Review [this setup guide](#) for more information about how to link your event and fundraiser, best practices, and pro tips.



- For more information about peer-to-peer fundraisers in Pinwheel, [review this training video](#) in the GOTR Learning Academy.

Additionally, the following resources are available to support you with the board peer-to-peer giving campaign:

- [Campaign Materials](#) with three fundraising appeal templates, social posts, and text message examples that board members can use throughout the campaign.
- Updated slides to use for a [board kick-off](#).
- Updated [leaderboard slide template](#)
- [Tips/Best Practices](#) document

Social Media Resources:

- **Social Media, Text Messaging, and BAND Appeal Strategy and Copy**
 - Turnkey social media assets and post copy can be found on the Council Portal [here](#).
 - [Click here](#) to access customizable Canva templates for static social media tile assets.
 - [Click here](#) to access a customizable Canva template for an animated social media story.
 - [Click here](#) to access a customizable Canva template for a social media reel.
 - *Note:* For the greatest impact, use social media alongside email and other outreach as part of a multi-channel fundraising strategy.
 - If budget allows, consider boosting a key EOY social post to extend its reach and drive more potential donors to your campaign.
 - We recommend prioritizing the Giving Tuesday post and/or the “Give Her the Courage to Stand Up” video. Both feature strong fundraising messages and clear calls to action and align with key giving moments in the campaign.
 - For step-by-step guidance, review [Meta’s instructions](#) for boosting a post.
 - There is also copy for three text messages and BAND appeals [here](#).

Suggested Email and Social Media Calendar

This calendar reflects broad trends, but councils should utilize any local knowledge they have to further direct their timing.

- October is the ideal month for stewardship. Showing extra gratitude prior to the end-of-year giving season is important to ensure success!
- Ensure that your council sends other, non-appeal communications during this time to balance content and showcase impact.
- You will notice a higher volume of communications on Giving Tuesday and the last day of the year. These are times when individuals expect to receive appeals, but also when other organizations send appeals.

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Suggested Schedule:

Mode	Asset	Suggested Date	Theme
Email	October Stewardship	10/28	Gratitude
Social Post	October Stewardship	10/28	Gratitude
Email	Pre-Giving Tuesday	11/24	Give Confidence that Lasts – Warm up with us for a successful EOY campaign!
Social Post Story	Giving Tuesday Story Post	12/1 8am	Support Girls on the Run
Email	Giving Tuesday Appeal 1	12/1 8am	Girls Her Tools to Navigate Life – Launch Giving Tuesday with urgency
Social Post	Giving Tuesday	12/1 12pm	Give Her Tools to Navigate Life (recommend boosting)
Email	Giving Tuesday Appeal 2	12/1 7pm	Give Her Goals to Grow Toward
Email	Post 5K Appeal	Monday after your 5K	Give Her Joy in Movement! Channel the energy from the recent 5K.
Social Post	Graphic	12/9 11am	Give Her Stronger Relationships
Email	Appeal 1	12/9	Give Her Stronger Relationships
Email	Appeal 2	12/15	Give Her a Place to Belong
Social Post	Graphic	12/16	Give Her a Place to Belong
Email	Appeal 3	12/22	Give Her the Courage to Stand Up
Social Post	Video	12/22	Give Her the Courage to Stand Up (recommend boosting)
Social Post	Graphic Alums Quote	12/28	Give Her Skills that Stick (Alums quote)
Email	Appeal 4	12/28	Give Her Skills that Stick
Email	Appeal 5	12/30 9am	Skills Learned at GOTR Last – So Does Your Impact
Social Post	Graphic	12/30 12pm	Skills Learned at GOTR Last – So Does Your Impact
Social Story	Story	12/31 morning	Time is running out! Help us cross the finish line.
Social Post	Graphic	12/31afternoon	Time is running out! Help us cross the finish line.
Email	Appeal 6	12/31 4pm	Give Girls on the Run
Email	Thank you email	Week of 1/4	Gratitude and excitement for spring 2027 season
Social Post	Graphic	Week of 1/4	Gratitude
Social Story Tile	Animated story tile	TBD	Post when you need a boost to get to your next goal, 50%, 75%, 100%
Paid Ad (Suggested)	Graphic	Dec. 22 – 31	Paid Ad – Last Chance to Give in 2025!

Strategy: Setting Your Campaign's Giving Levels

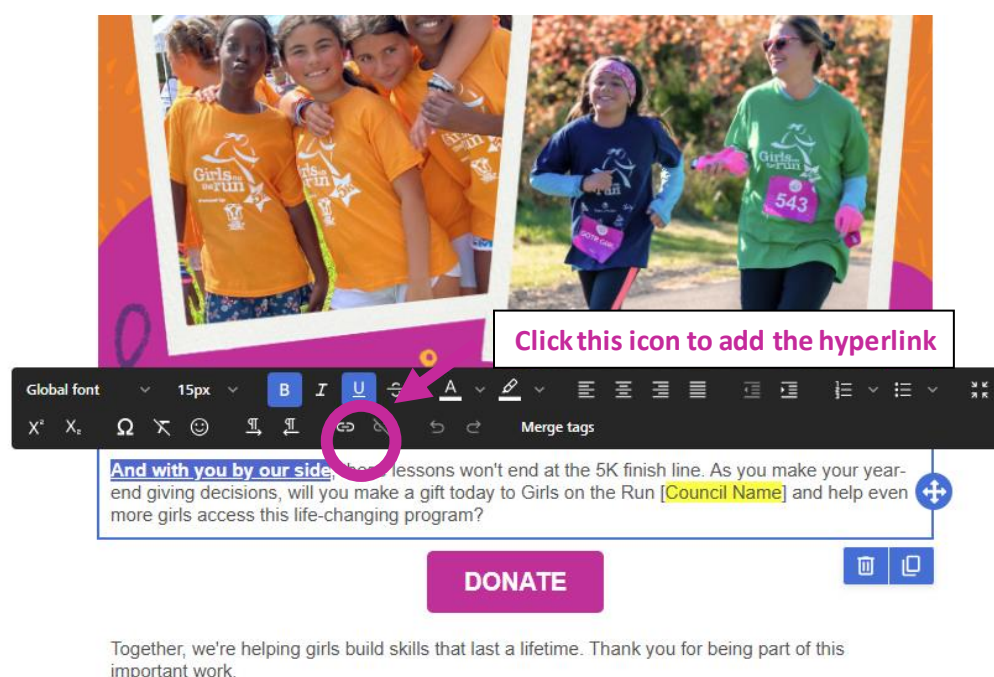
Offering giving levels appropriate for your community is a great way to increase a campaign's effectiveness! Review the Contributor List report in Pinwheel to understand your gifts during the end-of-year giving period last year. If that is not available, look back over the general giving reports. Ensure that your campaign's giving levels fit your donors. In general, it is a good idea to include a desired average gift that is attainable in your community, a lower amount that is more accessible, and then offer two or three amounts that are higher than the first. Experts note that setting the highest amount unreasonably high (few, if any, in your network give at that level, or perhaps only board members, who would have given regardless) can negatively affect the average donor. For Pinwheel fundraiser template users, giving levels are provided; however, you may still consider altering these based on your donor audience.

Updating Pinwheel Email Appeal Templates

For councils using the Pinwheel Email Marketing System, all appeals have been added as templates within Pinwheel.

Within Pinwheel, all images and the Donate Now buttons should be hyperlinked to your council's specific fundraiser, as well as areas indicated in copy. The inclusion of multiple links per appeal is intentional; this encourages more gifts.

Recommended copy to be hyperlinked is underlined and pink, like this: [Click here to make a gift.](#) Be sure to update each link by highlighting the text and selecting the "link" icon. Then, paste the URL into the pop-up that appears. Here is what this screen will look like:





Always send a test email to yourself and a fellow staff member to ensure all buttons and links are functional before sending a mass email.

Variable Data/Merge Fields in Pinwheel

Appeals ALL include variable data fields (merge fields) such as name [First name]. All variable data is highlighted in yellow on the email copy document. If data is not available or reliable, please modify the appeal copy. (e.g., change "[Donor First Name]" to "Friend of Girls on the Run [council]")

If you wish to use personalized data fields (e.g., your last investment was "Last Donation Amt" on "Last Donation.") instructions can be [found here](#) in the [Pinwheel Help Center](#) under **Email Marketing > Campaigns > Merge Fields**.

Increased Asks Based on Previous End-of-Year Gifts in Pinwheel

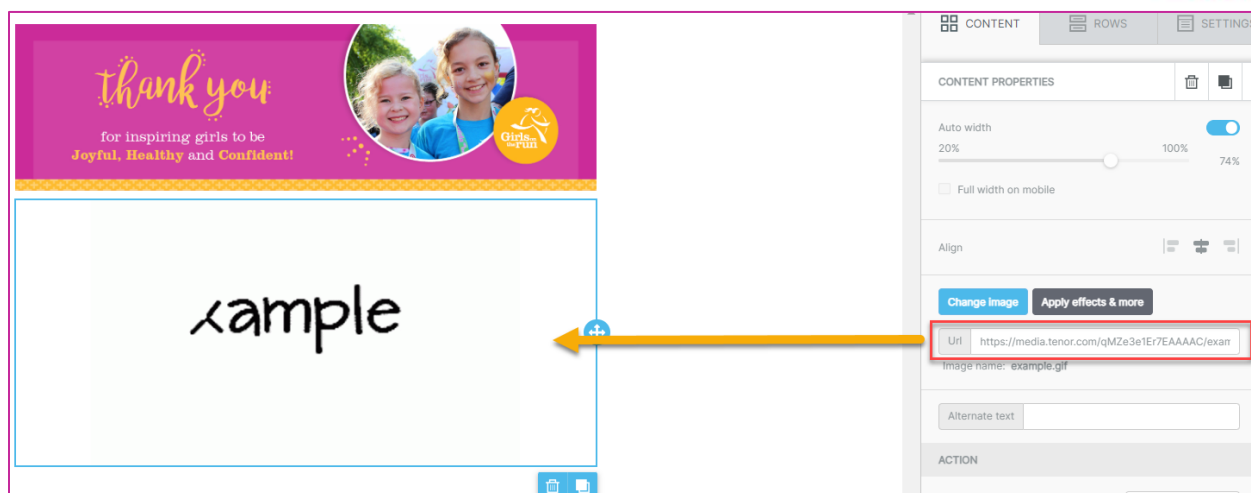
Use the Donor Segmentation tool to create a Donor List of folks who gave during EOY 2025 (possible dates: 11/15-12/31/25). Export to Excel. Review for anomalies (e.g., an organization has been inadvertently entered into Pinwheel as a Donor, or a major donor on the list would not wish to be asked via email). Sort by Campaign Name; consider removing certain campaigns, such as donors to EOY board campaigns, if that board member will be creating another campaign this year. Create a "New Donation Amt" column and use formulas to populate that. Consider a 20% increase over the "Last Donation Amt," rounded to the nearest dollar. Then use Variable Data/Merge Fields guidance from Pinwheel.

Audience and List Segmentation in Pinwheel

You may wish to send an appeal to a segmented list of recipients. For guidance on creating segmented lists in Pinwheel, [click here](#). Your council's Regional Director can also assist with donor segmentation best practices if you need support.

Adding a GIF to an Email Appeal

To insert a GIF into a Pinwheel Email Marketing appeal, upload it to a platform (example: [GIPHY](#)) and copy and paste the URL link to the GIF into the image content properties URL window, as pictured below:



Postal Mail

You will note that a [customizable Canva template for a postcard](#) is included in this year's campaign. Postcards offer a fun and unique way to reach donors that lets your message rise above the many other email appeals potential donors will receive. They also use a less expensive stamp and are cheaper to produce. Handwriting the address, signing with ink, and using [special stamps](#) encourages recipients to read your mail and understand that it was sent by a person, not a mass mailing service. If this is your council's first time trying mailed appeals, consider a small spend for this campaign, then grow this fundraising method over time if successful.

QR Codes

Postcards include space for the addition of a QR code. [Click here](#) to create a free QR code.

Supporting HQ/Council Appeal Differentiation Strategy

It should be expected that all councils, as well as HQ, will be launching an EOY campaign, and as such, emails should be sent using Girls on the Run **[council]** rather than "Girls on the Run."

All quotes and photos in this council toolkit are unique from those that will appear in the HQ version. For a more customized campaign, councils can replace photos, quotes, statistics, etc., with those specific to your council. Nearly all toolkit materials have been designed to be customizable. While not required, the council-specific logo can also be used instead of the primary GOTR logo.

Text Messaging and BAND

Text messages are an effective way to reach donors. Remember to only text those who have consented to receive texts from your council. For instructions on how to use the Text Messaging module in Pinwheel, [click here](#). Text message copy [can be found here](#).

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along with social media and BAND copy. It's also recommended to use BAND as a form of connecting to audiences and to share the opportunity to support your end-of-year giving campaign.

Considerations:

- If you do not typically use text to communicate with your audience, be sure to send non-ask texts first, with compelling content or gratitude, before the beginning of your end-of-year campaign.
- The maximum number of characters is 160 per text. Use the Pinwheel "Short Fundraiser URL" to shorten the link included.

Account Fundraiser URL

<https://gotrsac.org/giving/GOTRSacAnnualFundraiser>



Short Fundraiser URL

<https://www.pinwheel.us/r/0JnRpx8>



- Choose a delivery option: you can choose to send now or schedule for later. Consider your donor audience and when they might take the time to follow up on a text appeal. Of course, avoid sending texts when recipients might be sleeping.
- Don't overdo it! While texting can be a great way to get potential donors' attention, we also don't want to lose them by contacting them too much. Sending one or two captivating appeals during your giving season is a good goal.
- Consider using donate keyword text automations (e.g., text GIVE GOTR to 12345 to give...) in appeals as another entry point for donors. For more information about how to use automations, [click here](#).

Canva Template Links

Email Appeal Template Links

2026 EOY Giving - Council Email Header and Footer Graphics

[Click here](#)

2026 EOY Giving - Council Email Drop-In Graphics

[Click here](#)

Social Media Template Links

2026 EOY Giving – Static Social Media Tile Graphics

[Click Here](#)

2026 EOY Giving – Animated Social Media Story

[Click Here](#)

2026 EOY Giving – Social Media Reel

[Click Here](#)

Appeal Postcard Template Link

2026 EOY Giving - Council Appeal Postcard

[Click here](#)



Council Website Graphic Template Link

2026 EOY Giving - Council Websites - Homepage Polaroid Template

[Click here](#)

Pinwheel Fundraiser Template Link

2026 EOY Giving - Council Pinwheel Fundraiser Template Logo

[Click here](#)

2026 EOY Giving - Council Pinwheel Fundraiser Template Hero Image

[Click here](#)

Post-Campaign

Don't forget to add all EOY donors to your newsletter list and remember to include them in future stewardship and appeals!

Collective Campaign

In addition to funds raised by councils, the HQ campaign historically provides significant pass-through funding. Almost 20% of online donations in 2025 were directed locally to councils. HQ also provides donor information so that councils can steward donors locally.

Please reach out to donate@girlsontherun.org with any questions regarding this year's end-of-giving campaign. We wish you great success in your council's campaign!