

Introduction

Online peer to peer (“P2P”) fundraising refers to campaigns in which individual supporters of a nonprofit organization reach out to their personal and professional networks asking them to give to the nonprofit through the individual’s personalized fundraising page. P2P fundraising is known for providing a low-cost and effective way for nonprofits to increase fundraising revenue and expand their donor base.

SoleMates—a P2P fundraising program of Girls on the Run—refers to a community of passionate and dedicated individuals who commit to train for and complete an athletic event of their choice while raising critically-needed funds that allow Girls on the Run to serve more girls in the community.

Update to SoleMates Program

In July 2019, Girls on the Run HQ released updated SoleMates branding and resources. The primary goals of this update were:

For the brand logo to:

- Focus primarily on SoleMates, with Girls on the Run being the secondary focus
- Reflect diversity in the types of activities SoleMates participate in
- Utilize a gender-neutral color (grey) as primary color.

For brand messaging and materials to:

- Resonate with both female and male adult audiences
- Communicate that anyone can be a SoleMate, regardless of athletic ability or fitness level.
- Appeal to anyone who wants to: build connections with others, develop confidence through training for and completing an athletic event of their choice (which might be out of their comfort zone!), and make unparalleled contribution to their community by ensuring that more girls have access to Girls on the Run
- Include visual imagery that conveys SoleMates diversity in gender, body type, background, athletic event chosen, and motivation

For resources that are council-facing:

- To be relevant to councils with SoleMates who are training for and completing the same event, as well as for councils with SoleMates who are training for and completing different events at different times during the year
- To empower a council in developing their own SoleMates program (because not all SoleMates programs will look the same) that: resonates with the adults in their community, capitalizes on the resources available and events within their community, considers staff/board bandwidth, and helps meet both girls served and financial/budget goals.

SoleMates Resources Overview

Resource
Program Structure Options
Messaging Guide and Website Copy
Pinwheel Checklist
SoleMates Waiver Template
Benefits and Recognition
Partnership Inquiry Letter
General Best Practice
Recruitment Plan Template
Coach Recruitment Best Practices
Corporate Recruitment Best Practices
Board Recruitment Best Practices
Coach Training – Council Specific Fundraising
Coach Recruitment Email Template
Corporate Recruitment – Lunch and Learn Emails
Corporate Recruitment – Lunch and Learn Deck
General Recruitment – Email Resources
General Recruitment – eNewsletter Language
SoleMates Headers
General Email Graphics
Coach Email Graphics
Instructions _ Using Email Graphics
Social Media Best Practices
Accessing Social Media Assets
Best Practices – SoleMates Communications
Letter Template – SoleMates to Friends & Family
Templates 1-6 for Communicating to SoleMates after sign-up
SoleMates Stewardship Best Practices
Donor Acknowledgement Letter
Resources for SoleMates Landing Page

Materials on ADDY and through National Approved Vendor

The following resources can be downloaded or ordered through [ADDY](#) under Fundraising Materials:

- For councils:
 - Recruitment Flyer
 - Recruitment Poster
 - Recruitment Rack Card – General Audience
 - Recruitment Rack Card – Coach
 - SoleMates Business Card
 - SoleMates Letterhead
 - SoleMates “Thank You” Flat Stationary
- For SoleMates: Tips for SoleMates sheet

The following resources can be ordered through our National Approved Vendor:

- Recruitment pull-up banners (2 versions)
- Custom SoleMates merchandise to use as incentives

Webinars

All councils are invited to view two SoleMates webinars on [the Girls on the Run Learning Academy](#).

Launch of the New SoleMates Program: This hour-long webinar thoroughly explores the refreshed SoleMates program. Learn about the resources that are available which provide councils with a more relevant, flexible and effective peer-to-peer fundraising program that diversifies and increases revenue while building a strong network of council supporters and engaging more individual donors with the Girls on the Run mission. In addition, the webinar provides a timeline for future SoleMates deliverables to further enhance the program and increase success.

SoleMates Recruitment: Recruiting a substantial number of SoleMates (who will raise a substantial amount of money!) does not happen overnight, nor is it the result of one ask. This 30 minute webinar provides specific recruitment strategies to engage different audiences across different channels in effort of maximizing recruitment results.

Immediate Next Steps

Watch the SoleMates webinars.

Two SoleMates webinars are available on the Girls on the Run Learning Academy. [Click here](#) to learn more.

Determine Income Goal for Total Raised and Goal for Number of SoleMates Recruited.

If you don't already have goals, create a goal for total net revenue raised from SoleMates and a goal for total number of SoleMates recruited for the fiscal year. When creating these goals, a good place to start is by looking at council-level data, including:

- Total raised from SoleMates

READ FIRST – SoleMates Resources



- Median and average raised per SoleMate
- Total number of SoleMates registered
- Percent of SoleMates who fundraised \$1/more
- Percent of SoleMates meeting or exceeding their fundraising goal and any trends amongst SoleMates who met or exceeded their goal
- SoleMates retention
- SoleMates expenses – total and per SoleMate
- Average number of donors per SoleMate

For councils who are implementing a SoleMates program for the first time, consider starting with a goal to raise \$5,000 total—which is about 10-15 SoleMates who will raise, on average, \$350-\$500 each. While this is a relatively low goal, it serves a starting point for building a successful SoleMates program that will diversify council revenue, and even more importantly, build a council's donor base. It will provide your council with an opportunity to slowly ramp up, put processes in place, and test out strategies that can then be more easily leveraged for future SoleMates program growth. Councils with specific questions about setting goals for their SoleMates program are encouraged to contact Girls on the Run HQ at solemates@girlsontherun.org.

Create the structure and parameters of your SoleMates program.

Consult the Program Structure and Communications resources within the SoleMates section of the Intranet for: program structure options, benefits and incentives for SoleMates, and general messaging and copy.

Set-up SoleMates Registration.

Consult the Program Structure resources within the SoleMates section of the Intranet for a document that reviews how to set-up the SoleMates registration process in Pinwheel.

Create a Plan for Recruiting SoleMates.

Consult the SoleMates Recruitment section of the Intranet for: general best practices, a template for creating a recruitment strategy/plan, social media resources, and resources by audience, including general audience, coaches, board members, and corporate engagement.

Questions

General questions about the SoleMates program should be directed to solemates@girlsontherun.org.

Questions about recruiting SoleMates through social media and associated resources or about SoleMates marketing materials and accessing these resources on ADDY should be directed to marketing@girlsontherun.org.

Questions about SoleMates merchandise and items available through the bulk order should be directed to merchandise@girlsontherun.org.