



# Individual and Team Fundraising Toolkit

# Event Overview

Lace up your shoes and prepare to take on the USATF Grand Prix sanctioned course! Whether you're running or walking, remember that your participation is about more than just competing in, or completing, a race - it's about coming together to empower girls, inspire change, and make a difference in your community.

All proceeds will support Girl Scouts Heart of New Jersey in our mission to build girls of courage, confidence, and character who make the world a better place. We give girls access to life-changing experiences that inspire them to do something BIG! Together, we can make a lasting impact and create a brighter future for girls.

**Mission:** Girl Scouts Heart of New Jersey's mission is to build girls of courage, confidence, and character who make the world a better place.

## **Race Information:**

- **Date:** Sunday, September 21, 2025
- **Time:** 9:00 AM Race start (8:00 AM bib pick up/on-site registration open)
- **Impact:** Raise awareness and funds for the Girl Scouts Heart of New Jersey Mission. All funds raised directly support local programs that empower girls, build their confidence, and develop their leadership skills.
- **Course:** USATF Grand Prix sanctioned race (500 points)

# Fundraising Tips

## **Kick off your fundraiser!**

Inspire others to get involved in your fundraiser by making the first contribution on your page. This shows your commitment to the mission and Girl Scouts Heart of New Jersey.

## **Add your “why” to your messaging.**

Customize the email templates at the end of this toolkit to help friends and family understand why YOU chose to run the I Run for Girls 5k and raise funds for Girl Scouts Heart of New Jersey. Share why you're passionate about Girl Scouts, and how these funds are crucial in our mission to build girls of courage, confidence, and character who make the world a better place.

## **Start with your close contacts.**

Send personal messages to your close contacts who are most likely to donate. This will help you build momentum! Then use the email template you customized to reach out to more contacts. Just remember, if you don't ask, people can't support you.

## **Head over to your social media pages.**

Create a post on your social media about the I Run for Girls 5k, share your “why” and your donation page link. Don't forget to thank and tag people who have already made donations to help spread the message and let your network know that others have already made donations.

## **Reengage with email.**

Send follow up emails. People are busy and need a reminder sometimes. Use email to share your progress as you hit milestones in your fundraising efforts (i.e. 50% raised, 75% raised, etc.) and encourage people to help you hit your next milestone.

## **Continue updating social media and sending thank you messages.**

As your network joins your fundraising efforts, make sure to keep thanking them and sharing your progress! You can share updates about your training and why you are excited about the race to keep the messages fresh & exciting.

**Remember:** Fundraising takes a little creativity & persistence, but it is vitally important to our mission and you can do it! Know that we are with you the whole way. Your effort makes a big difference in the lives of girls throughout our Council. THANK YOU!

# Sample Donation Request Email

Hi (First Name),

I am excited to share that I will be **running/walking** in the annual I Run for Girls 5k Run/Walk on Sunday, September 21, 2025 to support the life-changing programs Girl Scouts Heart of New Jersey (GSHNJ) offers to girls in our area. My goal is to raise **\$xxxx** by race day.

As a **supporter/ volunteer/ Girl Scout parent** of GSHNJ, I've seen the impact Girl Scouts' life-changing programs have on the lives of girls in our area. (Share a **personal story or your "why"**.) Your donation allows GSHNJ to offer transformative experiences, inspiring girls to make a positive difference in the world!

I would be extremely grateful for your help in reaching my fundraising goals. All donations are tax-deductible and stay local! Here is the link to my online fundraising page: **(insert link from Race Roster)**.

Thank you in advance for your support.

Sincerely,

**(Your Name)**

# Sample Social Media Captions

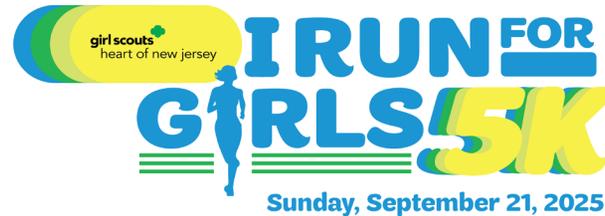
- As a proud supporter of @GSHeartofNJ, I signed up for the #IRunForGirls5k! Please support my fundraising efforts to build girls of courage, confidence, and character who make the world a better place. My goal is \$xxxx, and every donation helps! (Insert link from Race Roster)
- I'm participating in the #IRunForGirls5k on Sunday, September 21, 2025 with @GSHeartofNJ! Thank you to my amazing friends and family for helping me raise \$xxxx already -help me reach my goal of \$xxxx before race day! (insert link from Race Roster)
- We did it! Thank you to everyone who helped me reach my fundraising goal for @GSHeartofNJ! I can't wait to run for girls on September 21<sup>st</sup>! Push my goal over the top by donating if you haven't already: (insert link from Race Roster)

# Social Media Post

[CLICK HERE](#) to download the social media post graphic

I signed up for the

girl scouts  
heart of new jersey



[gshnj.org/IRunForGirls](http://gshnj.org/IRunForGirls)