



Saturday, September 26, 2026

Individual and Team Fundraising Toolkit

You're Running for More Than a Finish Line

Every Step Supports Local Girls

When you participate in the I Run for Girls 5K, you're helping Girl Scouts Heart of New Jersey provide girls with opportunities to:

- Build confidence
- Develop leadership skills
- Explore STEM, outdoors, entrepreneurship, and more
- Discover who they can become

Your Challenge

Raise your first \$100 by asking just 4 friends for \$25 each.

That's it.

Four people. Twenty-five dollars each.

You've got this.



Start With Your Why

People don't give to a race.

They give to you, and the reason you're participating.

Before sharing your fundraising page, answer this question:

Why are you running for girls?

Complete this sentence:

"I'm participating in the I Run for Girls 5K because..."

Need inspiration?

- I believe every girl deserves opportunities to lead.
- Girl Scouts has impacted my family.
- I want to support girls in my community.
- I want to invest in the next generation of leaders.

Action Step

Add your "why" to your fundraising page and social media posts.



Ask Your First 10 People

The easiest place to start is with people who already know and care about you.

Think about:

- Family
- Friends
- Coworkers
- Neighbors
- Fellow volunteers and community members

Simple Fundraising Math

4 gifts x \$25 = \$100 8 gifts x \$25 = \$200 20 gifts x \$25 = \$500

Copy & Paste

Hi [Name],

I'm participating in the I Run for Girls 5K to support local girls through Girl Scouts Heart of New Jersey.

My goal is to raise \$____, and I'd be grateful if you'd consider making a donation. Every dollar helps girls build courage, confidence, and character.

[Insert Fundraising Link]

Thank you for your support!



Share Your Story

You don't need to post every day.

Just share your fundraising page 3 times.

Post #1: I'm In!

I'm officially participating in the I Run for Girls 5K!

I'm running to support local girls through Girl Scouts Heart of New Jersey. Help me reach my goal: [link]

Post #2: Halfway There!

Thank you to everyone who has supported me so far.

I'm halfway to my fundraising goal and every donation makes a difference. [link]

Post #3: Final Push!

Race day is almost here! Help me cross the finish line and reach my fundraising goal for local girls. [link]

Easy Prompt

Finish this sentence: "I'm running for girls because _____."



Your Race Day Fundraising Checklist

Before race day, make sure you've:

- Registered for the event yourself
- Personalized your fundraising page
- Shared why you're running
- Asked at least 10 people directly
- Shared your fundraising page 3 times
- Thanked everyone who donated

Remember

Most people don't donate because they see a social media post. They donate because someone they know asked them.

Ask boldly. Share your story. Run for girls.

Every Dollar Stays Local.

Your fundraising efforts helps Girl Scouts Heart of New Jersey provide local girls with experiences that build courage, confidence, and character —and inspire them to do something BIG.

Thank you for running for girls.

