

Giving Tuesday 2022 Toolkit- Give. Grow. Glow.

This resource was sent to committee members and board members to share with their community.

The primary message we are sharing with our community is this: “When you **give** to Girls on the Run, you set an empowering, educational and transformative experience in motion. Thanks to your generosity, GOTR girls can **grow** into their most confident selves and set aflame an unstoppable **glow** from within. The results of her **glow** lead to more vibrant bodies and minds, deeper friendships and inclusive communities.”

Ways to support our End of Year Giving Campaign:

- 1) **Host a FB or IG fundraiser**
 - a. Instructions on how to set up a fundraiser here:
<https://www.youtube.com/watch?v=l71j1K-TGhc>
- 2) **Email friends, family, community**
 - a. Three templates attached to this email
- 3) **Reshare GOTRKC social media posts throughout the day**

Videos to watch/share:

Give: <https://www.youtube.com/watch?v=ciEtjisd6CA>

Grow: <https://www.youtube.com/watch?v=6dsByydmeyew>

Glow: <https://www.youtube.com/watch?v=yUPYmcOMWp4>

Give, Grow, Glow: <https://www.youtube.com/watch?v=5ALWx7B4PMY>

Giving levels to highlight:

Your Gift's Impact

\$400 - Support One Girl's Program Registration for Two Seasons

\$200 - Support One Girl's Program Registration

\$100 - Purchase a Healthy Snack at Practice for One Team

\$50 - Purchase One Pair of Running Shoes

\$35 – Purchase a custom GOTR Sports Hijab for One Girl

\$25 – Purchase Journals for a Team of Girls

\$10 - Provide a Healthy Snack at Practice for One Girl

Graphics to share:





Girls on the Run

Girls on the Run (GOTR) Glow-up

noun

The life-changing, transformational result of participating in Girls on the Run. Details include, but are not limited to:

- assuming all-time high *confidence* levels
- creating inclusive spaces of *belonging*
- becoming a community *changemaker*





Overview- Give. Grow. Glow.

For the 2022 EOY Giving Campaign, we are centering on the invaluable, dynamic and long-term impact of Girls on the Run and how the participants' experience is made possible through the support of our generous community of donors. Like any ascent into greatness, there is an evolution that occurs in participants of Girls on the Run – one that involves boldly pursuing their goals, staying true to themselves and never letting their inner light dim. When donors **give**, girls have the chance to **grow** into their most empowered selves and set aflame a **glow** that inspires them to change the world.

The purpose of this document is to provide a messaging framework to illustrate the 2022 *Give. Grow. Glow.* EOY Giving Campaign approach, strategy and concept. Utilizing this framework will ensure campaign messaging and elements are cohesive while highlighting benefits and experiences that demonstrate the powerful impact of Girls on the Run.

Approach

For the 2022 *Give. Grow. Glow.* EOY Giving Campaign, we will be placing careful attention on a vital process that occurs when donors **give**. As a result of donor's support, they connect girls to experiences that change their lives forever. While, there are countless benefits of participating in the program, for the sake of this campaign we are spotlighting **growth** and **glow** (confidence-building). The progress, resilience and strength our girls have embodied in the past few years has been extraordinary. The **growth** they have made is not to be undermined. Thanks to their **growth**, they have developed an unwavering **glow** that ignites confidence and inspires others.

Secondary Message

Your **giving** inspires her **growth** and ignites her **glow**. Her **glow** inspires tomorrow's **giving**.

Messaging Framework

Our participants' stories do not conclude once they cross the finish line. The magic of Girls on the Run does not end when they toss their sneakers off and hang up their medals. No – the afterglow effects of Girls on the Run shine on for months, years and through their lifetime. Once a GOTR girl, always a GOTR girl, and that's a badge of honor our participants wear proudly. It is through the growth girls experience at practice that they discover an inner power from deep down and establish a new level of self-confidence. When a girl's inner light shines brighter than before, she **glows**. You can say our girls experience a GOTR Glow-up. GOTR girls are simply radiant – emitting a light that is as warm as it is welcoming. And remember: every glowing moment is a direct result of the growth, life skills, and friendships our girls gained during GOTR.

Thanks to this growth, girls have the courage to turn their one-of-a-kind glow up to a level they've never reached before. And at this level, anything is possible.

And this power duo – growth and glow – all start with another pivotal 'G' word: give.

When you give to Girls on the Run, you are setting girls on a journey that enriches them for life. First, girls grow. They learn. Discover. Develop resilience. Next, they shine and glow. Unlock their limitless potential. Unleash a joyful spirit. Finally, they positively transform the world around them. Empower others. Create meaningful change. This is where she herself gives and sets the incredible process in motion for others.

The gifts of our donors ignite a three step-process – among countless other benefits – that ultimately contributes to a better world for every person. This giving season, bring this cycle to life.

You give. She grows. Ultimately, everyone glows.

EMAIL CONTENT

First Ask Email



Subject: At Girls on the Run, Your Gift Inspires Tomorrow's Giving

Dear Friends,

I have the privilege of serving on the board of Girls on the Run Serving Greater Kansas City, a nonprofit organization designed to enhance girls' social, emotional, and physical skills and behaviors to successfully navigate life experiences. Throughout the course of the 8-week program, girls grow into stronger friends, more empathetic thinkers, and transform into the leaders they are destined to become. By the celebratory end of season 5K, they begin to radiate a glow that inspires others to do the same.

I have set a goal to raise \$ **for our end of year giving campaign. For years, girls everywhere have been told to lower their volume, stay in their lane and adhere to outdated societal norms. Those days are over – and we are making sure of it. As a result of Girls on the Run, girls are growing and glowing more than ever before and breaking barriers along the way.**

Please consider donating today to support our critical work: [\[insert link to donate\]](#)

With Gratitude,

Follow-Up Email

Subject: Can You Help Me Reach My Goal?

Dear Friends,

Our End of Year Giving Campaign is coming to a close and I want to make one final ask of you – and I know you won't regret it. If you make a donation today to Girls on the Run Serving Greater Kansas City using my fundraising page [here](#), you will be changing the life of a girl. Every single dollar donated and matched will go directly towards providing access to girls who otherwise wouldn't be able to participate in this life changing program.

I am so close to reaching my goal of \$___, but I need your help to push us over the top! A girl with an innovative mind, dedicated plan and open heart is capable of anything. As girls prepare for the 5K, they grow in ways they never thought possible. And where does it all start? With your gift. Your spirit of giving lays the foundation to every GOTR girl's long-term glow. **Donate today and witness a brighter world for all: [\[insert link to donate\]](#)**



Thank you so much for your support – you are truly making a difference in the life of a girl!

With Gratitude,

Thank You Email

Subject: Thank you!

Dear Friends,

Thank you so much for supporting my efforts to raise funds for Girls on the Run by making a donation. Your support means the world to me.

Thanks to you, I raised \$_____.

Donating to Girls on the Run sets an empowering, educational and transformative experience in motion. Because of donors like you, GOTR girls can grow into their most confident selves and set aflame an unstoppable glow from within. That glow leads to healthier bodies and minds, deeper friendships and more inclusive communities. Thank you for investing in our community!

With Gratitude,

