



## WELCOME TO THE TEAM!

We are so thrilled to have you as part of our team of Colfax Charity Runner SoleMates! Whether this is your first time as a SoleMate or you are coming back to join our squad for another year, we could not be more excited to reach new heights together!

By being a Colfax Charity Runner SoleMate, you have the opportunity to run one of the many races over the Colfax Marathon Weekend while supporting girls in Colorado. Whether you are running the marathon, half or relay we are here to support you every step of the way.

Our goal is to make fundraising the easy part. Included in this packet are all the tools you will need to fundraise successfully for Girls on the Run of the Rockies. The following page includes a table of contents to help you find exactly what you are looking for.

We are your personal spirit squad and we hope to keep you motivated throughout your training and fundraising process. If you have any questions, are in a fundraising rut, need an extra energy boost from a GOTR girl, whatever it is, please reach out.

Best of luck training and fundraising!

Lauren Pietrek  
Development & Marketing Director  
[lauren.pietrek@girlsontherunrockies.org](mailto:lauren.pietrek@girlsontherunrockies.org)  
(720) 879-2354



# TABLE OF CONTENTS

- 3** Girls on the Run of the Rockies Info
- 4** FAQs for SoleMates
- 5** Fundraising: Tips & Ideas
- 6** Fundraising: Setting Up Your Page
- 7** Fundraising: How To Make The Ask
- 8** "Ask" Samples
- 11** Social Media Tools
- 12** Social Media Examples
- 13** Donation Form

# GIRLS ON THE RUN OF THE ROCKIES INFO

## Mission

We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

## Vision

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

## History of Girls on the Run of the Rockies

- Founded in 2005
- First season had 4 teams and 90 girls
- Served over 50,000 girls since 2005

## 2021 Statistics

- 2,644 girls served
- 67% of girls received financial aid
- 167 teams
- 560 women volunteered as coaches

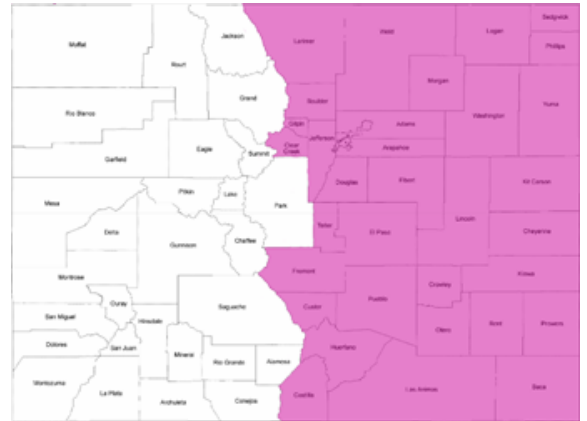
## 2022 Statistics

- 4,351 girls served
- 67% of girls received financial aid
- 244 teams
- 769 women volunteered as coaches

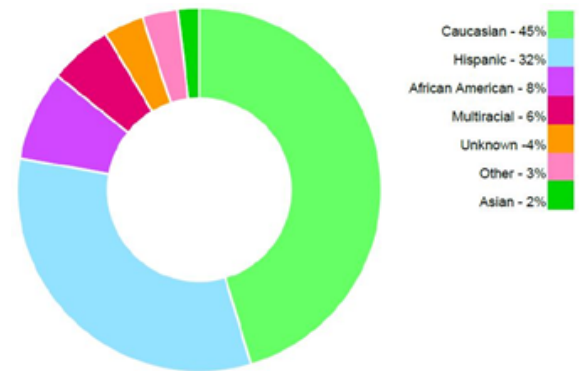
## 2023 Statistics

COMING SOON!

**Support for GOTR:** Now more than ever social-emotional development and wellness are at the core of what we do. Our program provides a safe place for girls to connect, build confidence, develop character, and find strength from their community.



*Map of Colorado counties that Girls on the Run of the Rockies serves*



*Demographic breakdown of girls that Girls on the Run of the Rockies serves*



# FAQS FOR SOLEMATES

## When was Girls on the Run of the Rockies started?

Girls on the Run of the Rockies is an independent council of Girls on the Run International that was founded in 2005 by our Executive Director, Lisa Johnson. Our council started with just four schools and 90 girls. This year we will host over 300 teams with a total of 5,000+ girls.

## Is Girls on the Run of the Rockies a nonprofit?

Yes, we are a 501(c)3 organization that thrives on donations, grants, and volunteer support. Donations to Girls on the Run are tax-deductible and our tax ID # is 20-1667120.

## Where do my funds go?

Approximately 70% of GOTR girls come from families with low to moderate-income. Funds raised through our SoleMates go towards supporting these girls and ensuring continued access to our program.

## What is the cost of one girl to participate?

Participation fees are based on free & reduced lunch rates (FRL) at each site. While over 70% of our GOTR girls receive some form of scholarship, the full cost for a participant is \$195. Individual scholarships are available to all girls regardless of the FRL rate at school or their participation in FRL.

## Who does Girls on the Run of the Rockies serve?

Our council serves over 5,000 girls each year on teams from as far north as Fort Collins & Greeley to as far south as Pueblo.

## What if I don't reach my fundraising goal by my race?

You've got time! After the date of your race, you have 30 days to complete your fundraising. Remember that we are here to help you with creative fundraising ideas so if you are in a rut, reach out and we will help get the ball rolling again!

## What about cash or Venmo donations?

If you receive donations offline or through your supporters directly paying you, you can submit them via check to Girls on the Run of the Rockies or by making a donation directly via card. Please see the form on the next page for offline donations. Our council has its own Venmo account that we can also receive donations through: @girlsontherunrockies - just make sure your donors put your name in the memo!

Per your registration waiver & agreement, you are financially responsible for meeting the \$250 fundraising minimum.

# FUNDRAISING: TIPS & IDEAS

Fundraising is as easy as 1, 2, 3!

## 1. Set up and and personalize your fundraising page.

Your personal fundraising page is an opportunity to customize a message to friends, family, co-workers, and other potential donors. It is important to spend some time customizing the page—people are more likely to contribute to a cause if they have a good understanding of the organization's mission and your reason for supporting it.

## 2. Spread the word - tell friends and family about your commitment to run for a reason.

We have provided sample email templates and social media tools for you to utilize. Include the fundraising page link in your personal or work email signature. When you reach out to family and friends, ask them to also share the mission of Girls on the Run with their respective friends.

## 3. Repeat - keep everyone updated on your training and fundraising goals.

Use social media like Twitter, Facebook, Instagram, LinkedIn, TikTok, Threads, or your blog. Add the fundraising page link to a status update, comment, or profile page. It is a great way to get the word out about your race. Share your training journey, fundraising efforts, and details about the event.

# SETTING UP YOUR FUNDRAISING PAGE

Most of the time, you will be asking your supporters to give directly to your fundraising page. For that reason, having compelling and personal content on your page is critical. After all, your supporters might be interested in Girls on the Run, but they are definitely interested in hearing from you.

There are THREE key components to your fundraising page:

## #1: Fundraiser Title

Choose a name for your fundraiser! It may connect with you, Girls on the Run, your reason for being a SoleMate, or the Colfax Marathon. The sky is truly the limit! EXAMPLES: 30 for 30: Ellen's Birthday Run, Help Kristy cross the finish line!, Go, Greg, Go!

## #2: Fundraiser Description

You have already thought about your story, your circle of supporters, and the components of your story that you wish to share. Now, it is time to finalize the copy that will display on your online fundraising page. Share your story in a way that feels personal and allows for connection. You can pull from the story you shared in the email template that was provided and you can pull language about Girls on the Run from the email templates provided to you in this packet.

Some prompts to help you find your why and get your description started:

- What's your "why" for being a SoleMate?
- Why do you support Girls on the Run?
- What does empowering Colorado girls mean to you?

Remember to tell everyone what event you're participating in and when it's happening. You might also include a few sentences about Girls on the Run, for example: The mission of Girls on the Run is to empower girls for a lifetime of healthy living. Our program for girls in the 3rd through 8th grades inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

## #3: Fundraiser Photo

A photo is a terrific way to further personalize your page and a great way to connect with your supporters.

Here are just a few ideas of photos:

- Training for your event!
- With the girl or woman in your life who inspires you (perhaps your reason for being a SoleMate?)
- If you have coached or volunteered for Girls on the Run in the past, a photo showing your experience!
- Your 8 to 12-year-old self (Girls on the Run age!)



# FUNDRAISING: HOW TO MAKE THE ASK

The KEY to a successful online fundraising campaign is writing a great letter that will convey your passion for the Girls on the Run program and its impact. Educating potential donors about Girls on the Run and our mission is of the utmost importance because people are hesitant to give to an organization they do not know. Here are some tips to start you on your fundraising journey:

- **Keep it Short and Sweet.** Keep it to one page in length.
- **Suggest Giving Levels.** Don't be afraid to ask for a specific amount.
  - \$25 – race registration for a GOTR Girl
  - \$40 – team supplies for a GOTR Season
  - \$75 – two pairs of running shoes for GOTR Girls
  - \$125 – program t-shirts for a GOTR Team
  - \$195 – support one girl for a season
  - \$390 – support one girl for a year
- **Make Sure the Donors Know How to Donate.** Be sure to include information in the letter/email about how to make the gift online or with cash or check. Provide the link to your fundraising page.
- **Send Updates.** Send the donors updates on your progress via email, blogs, etc. Include funny stories, training accomplishments, and things you've learned.
- **Stewardship and Record Keeping.** Make sure you keep track of the people to whom you've sent a letter or request.
- **Send a Thank You Card.** People want to know that you are aware of their contribution and that they are appreciated. It is always great to send a final message to all donors following the completion of the event—even if this is in the form of a mass email. They will enjoy hearing more about your race!

# SAMPLE COMMUNICATIONS #1

Dear [Fill in Name],

Girls on the Run is an empowerment program for girls in 3rd -8th grade, giving them skills and experiences to navigate their world with confidence and joy! Through engaging lessons and movement activities, the curriculum helps each girl understand and celebrate herself, value healthy relationships and realize her power to impact the world. At the end of the program, the girls complete a celebratory 5k that underscores these lessons with a lifelong memory of accomplishment!

I believe in Girls on the Run and have seen how it changes the lives of the girls, as well as the coaches, families and everyone else involved. That's why I am so excited to compete in the [EVENT] on [DATE] as a Colfax Charity Runner SoleMate with Girls on the Run of the Rockies so that any girl can be a Girl on the Run, no matter her financial need!

Your generosity can fund this powerful program in many ways, including:

- \$25 – race registration for a GOTR Girl
- \$40 – team supplies for a GOTR Season
- \$75 – two pairs of running shoes for GOTR Girls
- \$125 – program t-shirts for a GOTR Team
- \$195 – support one girl for a season
- \$390 – support one girl for a year

My goal is to raise [insert fundraising goal] for Girls on the Run of the Rockies, and with your support I can get there! You can donate now at [your online fundraising page URL]. Your help will allow Girls on the Run to deliver their curriculum and empower more girls across our community to believe in themselves and all they can do!

Thank you so much!

Best,

[YOUR NAME]

[YOUR EMAIL]

My SoleMates fundraising page: [ONLINE FUNDRAISING PAGE URL]



# SAMPLE COMMUNICATIONS #2

Dear [Insert Name],

No limits. No constraints. Only opportunities to be remarkable. This is what Girls on the Run is about, and this is why I'm running [X MILES] on [DATE] at The Colfax Marathon to raise funds for girls in Colorado.

So what does Girls on the Run do? Meeting twice a week in small teams of 8-20 girls, the program teaches life skills through dynamic lessons and running games. The first third of the ten week program helps girls get a better understanding of who they are and what's important to them. Then the program looks at the role of teams and healthy relationships. And, finally, the girls explore how they can positively connect with and shape the world.

[INSERT PERSONAL STORY OR A REASON WHY YOU'RE A SOLEMATE]

Every girl should have the opportunity to experience this wonderful program, which is why I am running [EVENT AND DATE] and asking for your financial support today.

As a non-profit 501(c)3 organization, Girls on the Run relies on the generosity of parents, friends and community members like you in order to serve all girls, regardless of their ability to pay. Gifts of all sizes, be it \$20 or \$200, will have an immediate impact on Girls on the Run.

To donate to my run today, visit [YOUR ONLINE FUNDRAISING PAGE URL]. All gifts are tax deductible!

Thank you again for your support!

Best,

[YOUR NAME]

[YOUR EMAIL]

My SoleMates fundraising page: [ONLINE FUNDRAISING PAGE URL]

# SAMPLE COMMUNICATIONS #3

Dear [Insert Name],

Today, I am writing to ask for your support. On [DATE], I am running **The Colfax Marathon** as part of the Girls on the Run SoleMate team fundraising for Girls on the Run of the Rockies.

So, why am I doing this? Because Girls on the Run is important to me! [Insert personal story or a few sentences here about the importance of GOTR to you.]

Dedicated to a world where every girl knows and activates her limitless potential, Girls on the Run has impacted the lives of millions of girls across the country through a fun and effective afterschool program designed to enhance girls' social, emotional, and physical skills and behaviors to successfully navigate life experience. If there is one thing I want to emphasize to you it is that Girls on the Run is for every girl. Physical activity—including running and strength & conditioning—is woven into lessons but the program is accessible to all girls regardless of athletic ability or fitness level.

Why do I need your help? Well, in order to ensure that Girls on the Run is accessible to any girl who wishes to participate, my goal is to raise [insert fundraising goal] so that more girls here in Colorado can participate. Can I count on your support? [Or: Will you consider making a donation of \$[amount]?] Every dollar makes a big difference and I can only reach my goal with your support! You can give online by going to [insert link to personal fundraising page].

By supporting Girls on the Run, you are demonstrating your belief in me and in a world where ALL girls know and activate their limitless potential and are free to boldly pursue their dreams.

Thank you in advance for your support!

With gratitude,

[YOUR NAME]

[YOUR EMAIL]

My SoleMates fundraising page: [ONLINE FUNDRAISING PAGE URL]

# SOCIAL MEDIA TOOLS

- **Status Updates.** Tell your friends what you are up to! Maybe you've had a big donation, or hit a training milestone. Update. Be rigorous and organized about it. Three times a week is acceptable. After all, you've got something to promote that can be a discussion point. It's a surefire way to be present on your friends' newsfeeds so they know what you're up to. Enlist a couple of your closest friends to share the page URL on their pages as well.
- **Post Photos & Videos.** Make sure you try and capture as much of your training story on camera, and regularly upload photos/videos, tagging yourself and anyone else in them. You can even update your profile picture to reflect your Colfax Charity Runner SoleMate journey.
- **Facebook Messenger.** The internal messaging system in Facebook is very powerful. It works great for multiple recipients, but don't underestimate the power of writing to people individually. It will yield much better results than sending the same message to everyone.
- **Don't Forget to Say Thanks.** Post a thank you note to your wall and/or story when someone sponsors you. This also acts as a reminder to others in the newsfeed to sponsor you. When you reach your goal, don't forget to thank people collectively and individually. Let them know in as much detail as you can, how much of a difference everyone has made. It's the end of the story. Make sure it gets told.

# SOCIAL MEDIA EXAMPLES

## Sample Tiles To Post



## Sample Copy to Use with Post

Girls on the Run helps girls find, and shine, their confidence and joy. I'm running the **Colfax Marathon** this May to raise money so more girls in my community can experience this life-changing program. You can help at [\[YOUR ONLINE FUNDRAISING PAGE URL\]](#)



Do you believe in a world where every girl knows and activates her limitless potential? I do. That's why I'm running the **Colfax Marathon** this May to raise money for Girls on the Run, a powerful program that inspires girls to be joyful, healthy, and confident. Help me out at [\[YOUR ONLINE FUNDRAISING PAGE URL\]](#).



Girls on the Run helped my girl find confidence at just that age when many begin to doubt themselves and their abilities. Now, I'm paying it forward by running the **Colfax Marathon** to raise money for more girls in my community to experience this life-changing program. Will you help me? [\[YOUR ONLINE FUNDRAISING PAGE URL\]](#).



I'm using the power of running to empower girls in Colorado! Will you help me? [\[YOUR ONLINE FUNDRAISING PAGE URL\]](#)

# SOLEMATE DONATION FORM

This is a paper form for those that prefer to send cash or check by mail. We will direct it to your fundraising page.

SoleMate Name: \_\_\_\_\_

**Instructions:** In order for the donor to receive a proper tax receipt for their cash/check donation, this form must be submitted. This form is NOT needed for any online donations made through your personal fundraising page on Pinwheel or Facebook.

All donations must be received by Girls on the Run within 30 days of your selected event date. All checks should be made payable to:

Girls on the Run of the Rockies  
7000 E. Belleview Ave. Suite 130 | Greenwood Village, CO 80111

Donor Name: \_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Donation Amount: \_\_\_\_\_ Type: Cash / Check Check No: \_\_\_\_\_

Notes: \_\_\_\_\_

Does your company match donations? YES \_\_\_\_\_ NO \_\_\_\_\_ UNSURE \_\_\_\_\_

If you indicate Yes or Unsure, Girls on the Run will contact you to get the appropriate information for matching gifts. Please indicate your employer on the company line.