

Dear SoleMate,

We are so grateful for your commitment as a SoleMate! You are now part of a global movement of goal-getters who are paying their passions forward. Whether you're counting miles on the trail, laps in the pool, reps in the weight room, or downward dogs in the studio, all SoleMates share in their common desire to be champions for girls. We couldn't be more thrilled to have you as a member of the SoleMates community making a difference in the lives of girls in our community.

*Social media offers an easy and free way to connect with people near and far to ask for their support as you train as a SoleMate and raise funds for Girls on the Run. This document provides **copy for social media posts that correspond to downloadable graphics**. Different posts focus on different aspects of being a SoleMate, such as explaining the physical activity challenge you have chosen, your reason for supporting Girls on the Run, what it means to be a SoleMate, sharing your fundraising progress, and more!*

Thank you again for making the commitment and showing up for yourself and the girls in our community. You are a superstar!

Quick Tips Before You Start

Personalize the Content

The content in this document was created with the intention of making it easy to simply copy and use directly on the social media platform of your choice. However, there are spots throughout the copy where you can add personalization. Personalizing content will better permit you to authentically connect with individuals when asking for their support, so you are certainly encouraged to do so!

Feel Free to Use Other Social Media Platforms

The content in this document was created specifically with Facebook and Instagram in mind because those seem to be the most widely-used. However, you might be more comfortable with or more active on other platforms such as Twitter or LinkedIn. You are welcome to adjust the content to fit one of these platforms—or any others.

Post Often and Consistently

We recommend that you post at least once a week throughout the period that you are fundraising, with more frequent posts as you get closer and closer to meeting your fundraising goal and/or closer and closer to the date of your athletic event.

Include the Weblink to your Personalized Fundraising Page

It is important to make donating as easy as possible for your friends, family, and supporters. Be sure to include the link to your online fundraising page in all your social media posts. That way, when someone sees one of your posts they can easily click to your fundraising page to make a donation! You might also consider adding it in the “bio” section of your Instagram profile.

Access the Graphics!

Be sure to access the graphics by [clicking here](#). These graphics can be used on Facebook and Instagram and correspond to the copy in this document.

Content for Facebook

[Click here](#) to access all graphics.

Graphic: Empower (or substitute with a personal image)

Copy: I have accepted the challenge to become a SoleMate for Girls on the Run and I need your help! As I train to go the distance, I will be collecting donations so that girls in our community can join Girls on the Run—a program that builds confidence and instills joy into every girl. Please help me reach my goal of \$[enter amount] by donating to my fundraiser today! [insert personal fundraising page URL link]

Graphic: Extra Mile

Copy: Girls in our community need a place to belong and we can work together to give them that! As a SoleMate, I am training for [name event or challenge explanation] to raise money for Girls on the Run so that more girls can join this transformative program. Any amount you give will make a difference in the life of a girl and help me go the extra mile to reach my fundraising goal. Click here to donate to my fundraiser: [insert personal fundraising page URL link]

Graphic: Girl Quote 1

Copy: I wish I had a program like Girls on the Run in my community when I was growing up. [Or: *I have heard many adults say that they wish they had a program like Girls on the Run when they were growing up.*] You can make that wish a reality for a girl by donating to my fundraiser today! [insert personal fundraising page URL link]

Graphic: Girl Quote 2

Copy: Did you know 50% of girls ages 10 to 13 experience bullying such as name-calling and exclusion? I couldn't believe that statistic when I read it! Thankfully, we can support programs like Girls on the Run where girls learn to stand up for themselves and others. Your donation to my fundraiser will make it possible for more girls to have access to Girls on the Run. Help me reach my goal of \$[enter amount] by donating to my fundraiser today. [insert personal fundraising page URL link]

Graphic: My Journey (or substitute with a personal image)

Copy: My journey. Her future. As a SoleMate, I am trying to accomplish big things by going the distance for the girls in our community! Here's how it works: as I train for [name event or challenge explanation], I will be representing Girls on the Run, an organization committed to inspiring young girls to be confident, joyful and healthy. I need your help in supporting this empowering cause by donating today. Thanks to your support, her future will be bright! [insert personal fundraising page URL link]

Graphic: Ask Me

Copy: Why am I inspired to train as a SoleMate and fundraise? Because it's to support Girls on the Run—a program that is for ALL girls. How amazing is that? All girls have a place to belong at Girls on the Run. And isn't that something that all of us want....a place to belong? Say YES by donating to my fundraiser today! [insert personal fundraising page URL link] [As an alternative to the copy above, insert your personal reason or motivation for training as a SoleMate!]

Fundraising Milestones

Graphic: 50% Goal

Copy: Wow, \$[insert amount equal to half of fundraising goal] down and that same amount left to go! Thank you so much to everyone who has already donated to my fundraiser for Girls on the Run. You rock! If you haven't donated yet, please consider making a gift so that a girl can find confidence through

Girls on the Run. Your support truly means so much. Click here [insert personal fundraising page URL link]

Graphic: 75% Goal

Copy: Crushing it and it's all because of you! But don't worry – it's not too late to make a difference in the life a girl. If you haven't yet already, would you consider clicking the link to help me reach my fundraising goal so that more girls can learn important life skills through a program that creatively integrates physical activity? Every single donation counts! Donate here: [insert unique SoleMates link]

Alternative Copy: Tag, you're it! I am more than halfway to reaching my goal as a SoleMate and I need your help to finish strong! If you have already donated, would you consider tagging a friend in the comments and encouraging them to donate? Together, we can help girls lead joyful, healthy, and confident lives! Donate here: [insert personal fundraising page URL link]

Graphic: 100% Goal

Copy: Thank you. Thank you. Thank you! Because of you, I have reached my goal of \$[insert goal]. From the bottom of my heart, thank you for empowering girls. But we don't have to stop here. There is still time. Let's see how much further we can go! Will you join all the amazing people who have already donated by making a gift to my fundraiser? [insert personal fundraising page URL link]

Graphic: Thank You

Copy: Shout out to those who have donated to my fundraiser for Girls on the Run! By supporting my journey as a SoleMate, your donation is helping another girl recognize her limitless potential. If you haven't done so yet, please click the link to donate! It would mean so much. [insert personal fundraising page URL link]

Graphic: Thank You Alt

Copy: Can you believe it? I met my fundraising goal, but I couldn't have done it without you! Because of your generous support, more girls in our community can join Girls on the Run, a program that inspires girls to be confident and boldly pursue their dreams. Thank you! PS—it's not too late to make a gift if you haven't yet already! Just click here: [insert personal fundraising page URL link]

Content for Instagram

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Be sure to include the link to your fundraising page in your bio on your Instagram page.

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