

Pledge Your Birthday How to Reach Out to Your Network

A step-by-step guide to empowering girls this year by maximizing your network

- 1 Reach out to family & close friends & colleagues who you know will support your campaign. Start with a personalized email.
- 2 Next, reach out to people impacted by our cause, such as friends who've played sports or strong female leaders in your life. Send them a personalized email or text.
- 3 Send a group email to a handful of close friends and ask them to donate.
- 4 Finally, make your general appeals by posting on social media, sharing with your colleagues via email and texting other people in your address book with the link to your post/the event

Pro Tip: People need to be asked three times before giving to a cause they care about. Don't be afraid to use different methods to get in touch, and don't give up after only one ask!

Statistics

Proof that Our Programs Work

Share these impressive statistics in your messaging and on your fundraising page so people can see the great work Girls in the Game has accomplished over 23 years of serving girls!

Just last year, we proved how much stronger girls are after they join Girls in the Game:

76% of girls demonstrated significant increases in GRIT (perseverance & determination)

88% of girls supported using non-violent strategies in a conflict

91% of teens improved their body image

Since 1995, Girls in the Game has served over 45,000 girls who are ready to use their voices to change their communities.

In 2016, Girls in the Game empowered over 3,800 girls in underserved communities in Chicago and beyond.



Email & Social Media Templates

Email Template

Hi (name)-

I know you're passionate about empowering girls, and I wanted to share my birthday fundraiser with you! This year, instead of gifts, I am asking for donations to a nonprofit called Girls in the Game. Girls in the Game works to help every girl find her voice, discover her strength and lead with confidence.

Girls in the Game has empowered 45,000 girls in underserved communities through sports, health and leadership programs in the last 23 years, and it's cause that's very important to me. [Include a personal story about your connection to Girls in the Game. Did you play sports growing up? Do you have daughters? Why did you choose this organizations?]

Thanks for helping empower girls this year!

Warmly,
(Your Name)

Social Media Templates

Facebook

You can help empower girls with me and @GirlsInTheGame! This year, in lieu of birthday gifts, I am requesting donations to Girls in the Game to help girls find their voice, discover their strength and lead with confidence. Go girls!

Twitter

Help me empower 3,800 girls this year w/ @GirlsInTheGame by giving to my birthday fundraiser. Every girl is a leader! (link to donation page)

Instagram

Girls need your help. Join me and @GirlsInTheGame as we empower another 3,800 girls this year through sports, health and leadership! (link in bio) // #giveback #donate #charity #dogood

Email Tips

- 1 Always personalize your email and add a small note to your contact at the beginning.
- 2 Keep it short. No longer than two paragraphs!
- 3 Include pictures and/or video to get your friend's attention and keep them interested.
- 4 Ask three times. Oftentimes donors need to be asked three times before they give to a campaign.
- 5 Say thank you. Email a thank you message or write a handwritten card. This will go a long way!

Social Media Tips

- 1 Always include a picture or a video with every post.
- 2 Make sure you include the link to the donation page whenever you share an update.
- 3 Share the big milestones with your social network.
- 4 Say thank you & tag your supporters — people love to be recognized for doing great work!
- 5 Post three times a week on Facebook, once a day on Twitter and two to four times a week on Instagram.

