

GOING **THE** DISTANCE



SO SHE CAN TOO

♡ GIRLS **IN** GEAR



WELCOME

We are so lucky to have you on our team! **Going the Distance** is Girls in Gear's adult fundraising initiative that raises funds to support subsidized programming for riders in low-income communities.

This guide will serve as a manual throughout your experience as a Girls in Gear fundraiser. It provides information about our programs which you can share with your friends and family when you are asking for their support. It will also guide you through fundraising strategies to help you meet your goal.

As part of **Going the Distance**, you will be able to fundraise while you train for any running, cycling, triathlon, or hiking events. If you're getting your body moving, move in support of Girls in Gear! Our team will be there every step of the way with customized fundraising support, training, and so much more.

If you meet a \$250 goal you will also receive a custom swag bag complete with water bottle, jersey, stickers, and socks. This is a great way to represent Girls in Gear at your events!

And best of all as a Girls in Gear fundraiser, you will help get girls on bikes for life and help them discover their own inner strength and resilience. Thank you for making the time and showing a commitment to getting more girls on bikes!

Now, let's fundraise! Here are some simple steps to get you on your way:



First things first, create your personal fundraising page. This is where you can create personalized content that will help create a powerful narrative between your donors and Girls in Gear.



Add some cute photos and colors to make it eye-catching. Tell them your story and why you are Going the Distance.



If you are a coach, tell them all about the amazing girls you work with. Here are some sample stories to share.

For more information, please contact amy@girlsingear.org.



ABOUT GIRLS IN GEAR

At Girls in Gear, we teach life skills through bike skills to help riders build confidence on and off their bikes. We believe in inclusive, mentorship based bike programming that emboldens girls by teaching them life skills through bike skills.

The goal of our program is to introduce participants to the joy of safe biking while creating a supportive environment that fosters personal growth. We embolden riders to move freely and joyfully through life on and off their bikes. When girls learn how to ride a bike, change a tire, or lead a ride, they're also learning about their own inner strengths, self-reliance, and innate leadership potential.

Weekly 90-minute sessions and one-day clinics led via four distinct curricula designed for riders 5-7, 8-10, 11-13, and 14+. Each meetup focuses on a theme, such as comfort zones or healthy communication, which is then threaded through conversation and biking experiences. In this environment, conversations on asking for help lead to understanding how to change gears on a bicycle; resilience and grit are framed around what to do if you fall off your bike; and assertive communication opens up a lesson on signaling while riding. Clinics focus on single lessons such as age-appropriate bike maintenance, safe riding, and confidence-building group riding.

WHY IT MATTERS



Between the ages of 8 and 14, girls' confidence levels fall by 30 percent (New York Times, 2018).



Physical activity levels for girls decline at age ten and continue to decrease throughout adolescence so that by age 14, many girls drop out of sports at two times the rate of boys (Sabo & Veliz, 2008).



53% of American girls are “unhappy with their bodies”, a number that grows to 78% by the time girls reach seventeen (National Institute on Media and the Family).



One in three girls cite low self-confidence, negative body image, perceived lack of skill and not being welcome as factors preventing them from participating in sports as they continue through adolescence.



WHAT YOU'LL GIVE

\$250

BIKE STORAGE FOR
ONE-MONTH

\$50

SAFETY CHECK FOR A
GENTLY-USED BIKE

\$1,000

BIKES AND HELMETS
FOR TWENTY GIRLS

\$500

TRANSPORTATION
TO DELIVER THREE
FLEETS OF BIKES

\$2,500

PRINTS CURRICULUM
MATERIALS FOR THE
ENTIRE ORGANIZATION
FOR ONE YEAR



WHAT YOU'LL GET



WATER BOTTLE



CYCLING SOCKS



CYCLING JERSEY OR TECHNICAL SHIRT

FUNDRAISING TIMELINE

Establish your fundraising goal and set up your fundraising page with a personalized link.

Register for your event.

Create a list of your different networks and how best you can reach them. Some people are better on social media vs. email. After you have a list in place, start reaching out to them.

Half-way point to your chosen event, update your networks on how much you have raised so far and how your training is going. Share a story about a rider or something special about Girls in Gear.

Try to see if you can set up a match with either your company or someone in your network. Be sure to publicize this if you get a match!

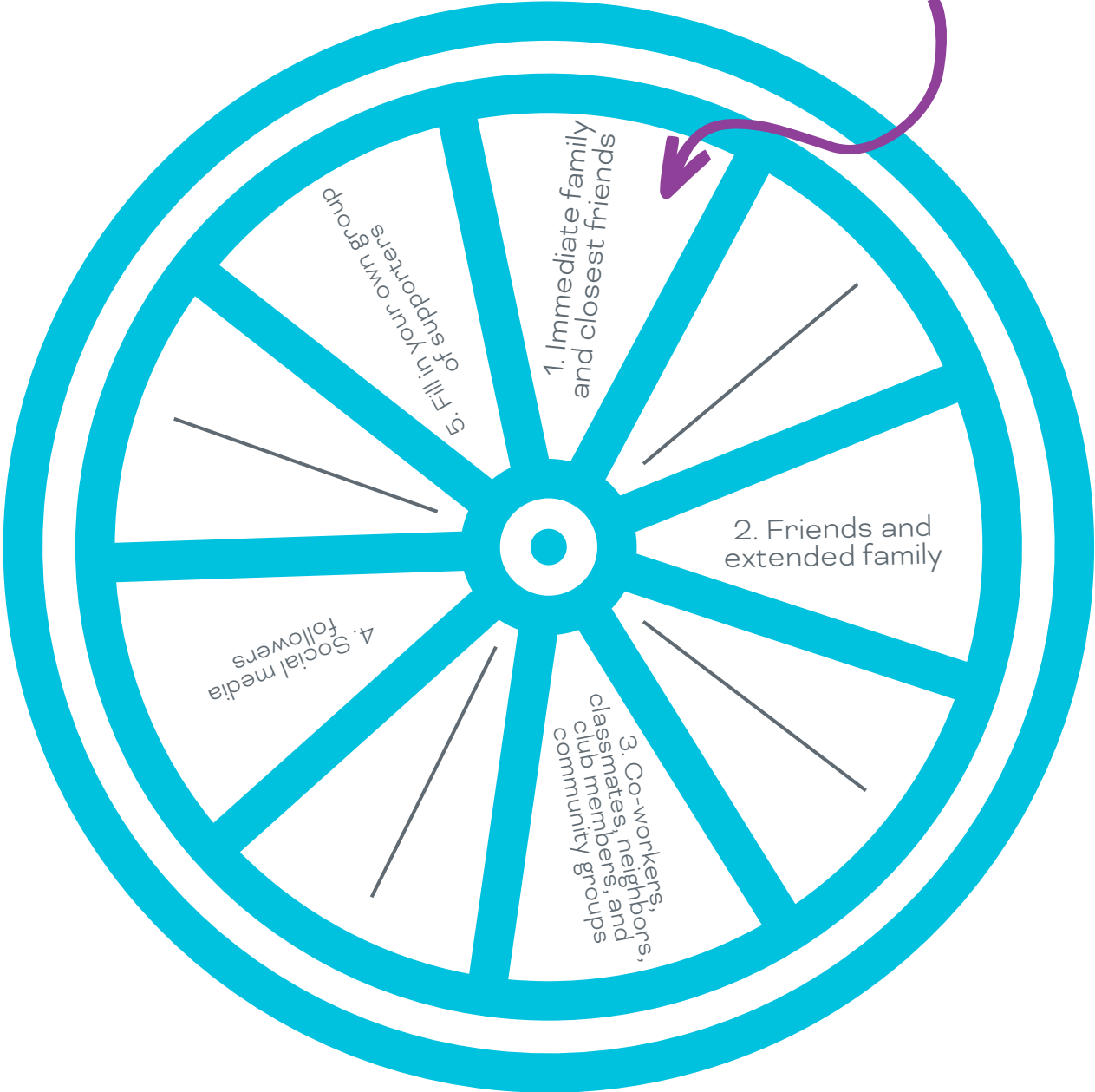
Two to three weeks out from your chosen event post about your progress through all your different channels. Send personalized messages to those you haven't heard from yet, and keep posting on your social media.

One week out from your chosen event, share one more personal story and how you are doing going into the big day. Share your fundraising progress. If you are close to your goal, be sure to mention that to get those last minute pushes.

After your event, send a note of thanks to your networks, whether or not you have reached your goal. Let them know how you did, what you raised, and if you are close to your goal how they can help you reach it.

Think you yourself like the hub of a bike wheel, connected to the different people in your life. Use this guide to start making a list of all the important people and groups you interact with on a daily basis. Fundraising is so powerful because it provides a terrific platform to cultivate connections with and find personal commonalities between people whom you might not think to otherwise.

Start here!





Meet Juana. Juana was 7 years old when she emigrated from Uruguay and came to the United States with me in August of 2021. Juana had a very difficult experience adjusting to the new culture and environment in a new country with a new language to learn. Juana's mom learned about Girls in Gear in the newspaper and reached out.

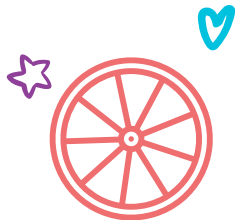
Here, she shares their experience:

Juana was welcomed on her first day and the instructors did everything to help her feel normal. Juana was gifted a beautiful blue bike that made her feel so special and recognized. Being in this empowering environment where girls help girls of all abilities and all backgrounds was so helpful to Juana. She had her weekly routine with the class. Each week was different, and there were special surprises each time. In this crazy time, having this outdoor activity where life could feel “normal and fun” was priceless. In my experience, these small interventions sometimes are those that make the biggest difference.

Girls in Gear By Juana
Top 7 best things about
Girls in Gear: 1. Riding our
bikes. 2. Being all friends.
3. Doing everything together.
4. Decorating our bikes.
5. Being all girls. 6. Learning new
things. 7. Meeting new people.



FUNDRAISING TIPS



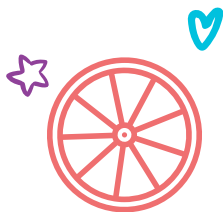
SET A GOAL

Go big! Be confident and clear about the amount you hope to raise and share how these funds will make a difference to Girls in Gear. Trust us, they will! Put the word out when you reach the halfway point and when you're close to reaching your target! Milestones like that are great motivators for giving.



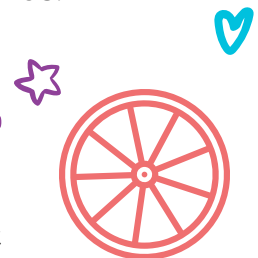
MAKE IT PERSONAL

If you are excited about Girls in Gear, chances are that your friends and family will get excited too. On your fundraiser page and in your communications, share what you love about Girls in Gear and why you're raising money.



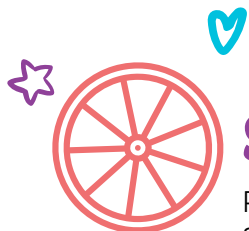
LEAD BY EXAMPLE

Start strong and give your fundraiser a vote of confidence to let others see your commitment by making the first donation. While not expected, making the first donation can help kick start your campaign. If your network sees your name under the donors they might be more inclined to donate themselves!



CREATE A LIST

Write down a list of people in your different networks and how best you can reach them. Some people won't see your post on social media but will respond if you text them. After you have a list in place, start reaching out to them.

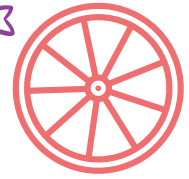


SPREAD THE WORD

Regularly share your fundraiser. After a kick-off message about why you're raising money, outreach can be about how much you've raised, special thanks to recent donors, an occasional daily challenge for donations, pictures or video clips related to the project. Donors like creativity so go big!

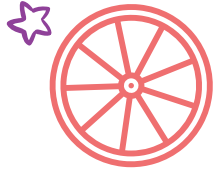
SHARE YOUR PROGRESS

Communicate regularly with your donors - whether via email, text, phone call, or social media. Send a note of thanks to your networks to let them know how you're doing and what you've raised. If you are close to your goal, they may be able to help you reach it.



ASK, AND ASK AGAIN

Trust us, once you make the first ask, you will get into a flow and it won't seem so daunting. This part takes patience and a lot of follow-up.



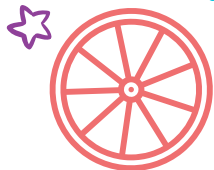
EVERY DOLLAR COUNTS

Every donation makes a difference. Smaller donations can add up to bigger ones. Try to aim for a certain amount per week. This can make it seem a lot less daunting.



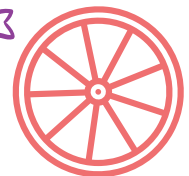
FINISH STRONG

Close to the end of your fundraiser, make a big final push to get you over the finish line. Send out a final email or social post during this time. Studies show that people are more inclined to donate to a fundraiser when they see the goal is close to being reached.



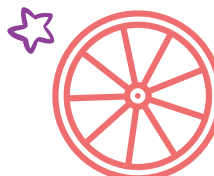
DOUBLE YOUR DOLLARS

Many companies have matching gift programs so look into what your employer's policy may be when it comes to supporting nonprofit organizations.



SAY THANK YOU

Make sure each and every one of your donors has been personally thanked. A simple way is to tag your donors on social media, call them up, or write a thank you note.



SAMPLE FUNDRAISING LETTER

Dear awesome person in my life,

As you may know, I support Girls in Gear, a volunteer-led, youth biking program for girls ages 5+. At Girls in Gear we teach life skills through bike skills to help riders build confidence on and off their bikes.

I am so inspired by the riders because [insert a few sentences explaining why here]. that's why I am going to do the same. On [date], I am [your activity] as a fundraiser for Girls in Gear.

In a world where girls are constantly being told who to be, how to be, and why to be— Girls in Gear is carving out a place to actively combat those pressures. Biking gives girls an entryway to lessons and conversations about tapping into their feelings, trying new things even when they're hard or scary (hello, biking up hills) and being the boldest version of themselves that they can be. Girls in Gear takes all those lessons on the bike and encourages girls to apply them to their lives off the bike with verve, tenacity, and pluck.

Will you please join me in supporting this great cause? Here is a link to my personal fundraising page [insert fundraising link] or you can send a check to [insert mailing address]. My goal is to raise [insert dollar amount] so that more girls here in [insert name of state, region, city/town, etc.] can participate.

Thank you so much for your support!

With immense gratitude,

[your name]



Meet Carrie. Carrie is a self-described runner but stretched outside her comfort zone and signed up to bike 40 miles through New York City in support of Girls in Gear. Just like our riders, she found out how much growth happens when we push ourselves to try new things.

Here, she shares their experience:



I recently conducted a fundraiser for Girls in Gear for the Five Boro Bike Tour. The wonderful part about fundraising with GiG is that you are never alone--the fund development staff and other coworkers are ready and willing to provide tips and strategies for using social media to effectively raise funds. I followed a simple tip from Amy Sullivan (acknowledging donors in social media posts), and I was amazed how rapidly the donations came pouring in. The GiG team is also prepared with heartwarming stories about how individual riders have thrived and accomplished big goals at Girls in Gear, and these are the compelling stories that are important for folks to keep in mind when we think about the deep impact that GiG is making in the lives of riders on a daily basis. The fundraising tools and talent are in place at Girls in Gear; it just takes motivated volunteers to raise the money that makes a difference in riders' lives!



GIRLS  GEAR



**POWERS MY
POTENTIAL**



By Beverly



GIRLS IN GEAR

★ ★ ★

★ ☺
★ ★
★ ★

★ All the girls are

★ ★ Thankful ★ ♡ ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
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