**Introduction**

Donors to peer to peer fundraising campaigns—such as SoleMates—differ from typical donors in that they are likely giving due to their personal connection to a SoleMate and perhaps not because they have an affinity for Girls on the Run. For that reason, it is important that follow-up communication to donors giving to a SoleMates fundraiser look a bit different than communications to donors who give directly to Girls on the Run. The letter template on the following page provides donors with a bit more context behind the mission and impact of Girls on the Run as a first step towards converting them from a supporter of a SoleMate to a supporter of Girls on the Run.

More resources and support regarding stewarding relationships with donors to peer to peer fundraisers will be released with the updated Donor Stewardship Toolkit in December 2019.

[donation date]

[Display Name]

[Street Address 1]

[Street Address 2]

[City], [State] [Zip Code]

Dear [First Name],

Thank you for supporting SoleMate [SoleMate’s first name]’s fundraiser for Girls on the Run with your kind gift of $[Donation amount]. A common misconception about Girls on the Run is that it is “just a running program.” But, because of the generosity of supporters like you—and SoleMates like [SoleMate’s first name]—this simply isn’t the case.

*“Girls on the Run not only unites girls of different backgrounds and abilities, but it teaches them how to work as a team. Not only do the girls encourage one another, but they truly respect and accept each girl on the team for who she is.” –Charnae, Girls on the Run Coach*

In addition to cultivating meaningful and healthy relationships, participating in Girls on the Run transforms girls’ lives by helping them increase their self-confidence and teaching them critical skills to manage emotions, resolve conflict, help others, and make intentional decisions. In fact, Girls on the Run makes a stronger impact than organized sports or physical education programs in teaching life skills.

While there are so many wonderful things to share about Girls on the Run, if there is one thing I want you to know it is that Girls on the Run is for ***all*** girls. With your gift, you are furthering a commitment to program accessibility to ensure that ***any*** girl—regardless of financial circumstances—is able to participate.

During the Girls on the Run program, girls are inspired to make a meaningful contribution to our community through the completion of a team-driven community service project. As a supporter of [SoleMate’s first name] fundraiser, you are showing girls the unimaginable strength that comes from helping others—and through your gift, we hope you are experiencing that strength yourself. We cannot thank you enough for your support.

With gratitude,

[Primary Contact First Name] [Primary Contact Last Name]

[Title]

*[Organization Name] is qualified as a charitable organization under Section 501(c) (3) of the Internal Revenue Code EIN: [Tax ID#]. Contributions to [Organization Name] are tax-deductible to the extent permitted by law. No goods or services were provided in exchange for this donation.*