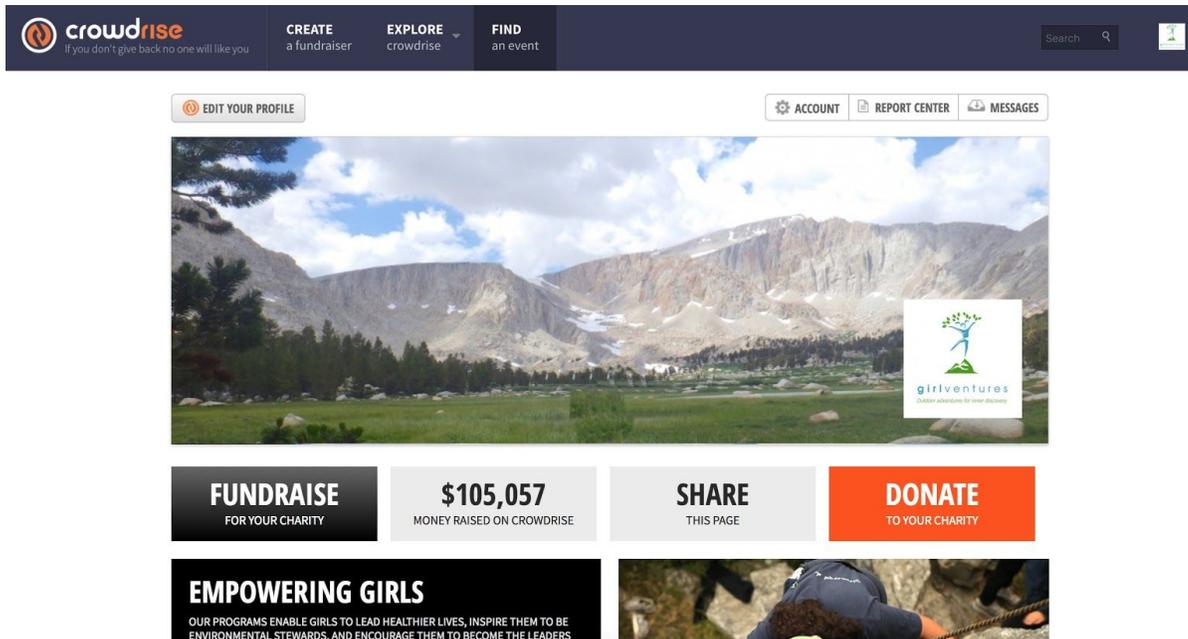


# Crowdrise: Setting up your Hike for Girls fundraising page

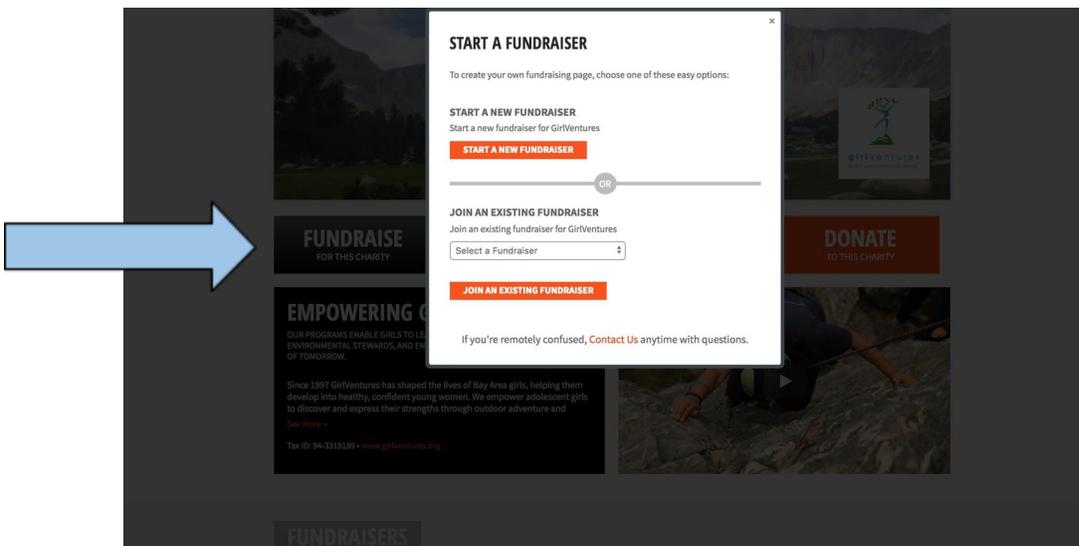
**Thank you** for making our outdoor adventure programs for girls possible! Funds raised through the Hike for Girls will support scholarships for girls to access the outdoors and provide opportunities for them to be agents of change in their communities.

**Step 1:** Go to <https://www.crowdrise.com/girlventures>



**Step 2:**

Far left - Click Fundraise for this Charity -- Select: **Hike for Girls 2018**



**Step 3:**

Choose - Join an existing Fundraiser - **Select: Hike for Girls 2018**

**Step 4:**

Personalize your page- Add a photo, tell people why you are fundraising for GirlVentures, and make it fun!

Follow this link to learn more about Crowdrise's features:

<https://support.crowdrise.com/hc/en-us/articles/115012362987-How-do-I-customize-my-campaign->

**GirlVentures' Hashtags:** #Hike4GV #HikeforGirls #GirlVentures

**Step 5:** Tell people about your fundraiser

You've created your personal fundraiser and now need to tell people about it! Below are some ways you can share your fundraiser so people can learn more.

**Ideas on where to share:**

1. Share via email - Send an email, provide your link and a personal story or call to action about why supporting this event is important.
2. Share on social media - You can do this directly from your Crowdrise page via Facebook or Twitter. If your favorite social media platform is not listed, use the link to create a post and share.
3. Print out a flyer and post at your office, your child's school, your place of workshop, or community center

**Ideas on what to share:**

1. Make it personal, because it is personal. Share how you found about GirlVentures, why you chose to support GirlVentures and/or why you think GirlVentures is special.
2. Add a photo or quote! Add one of your own from the outdoors or the Hike for Girls, or use a photo from GirlVentures' [Flickr photostream](#).

**Ideas on who to share with:**

1. Everyone! Your friends, family, colleagues, peers, neighbors, and even your dentist :)
2. Consider which members of your personal and professional networks would be interested in attending both the Hike for Girls and the fall Gala, and which might only be interested in one or the other. Prioritize your outreach accordingly.

**Ideas on what to highlight:**

Here are some fun facts about GirlVentures you can share with your networks:

- GirlVentures has served thousands of girls around the Bay Area and beyond
- GirlVentures is a one-of-a kind nonprofit located in the Bay Area, offering transformative outdoor adventure programs for girls and young women
- Over 12,000 program hours are delivered through our programs each year
- Our first summer expedition was Project Courage in 1997, and we now offer seven summer courses every year
- We provide sliding scale tuition assistance and scholarships to ensure all girls can access the outdoors through our programs
- Based on our participant surveys:
  - 93% believe they can now be leaders
  - 92% feel more confident to try activities that some people think girls can't or shouldn't do
  - 92% understand how to take better care of the environment
  - 91% of our participants have committed to be an ally to others

**Step 6:** Manage Campaign

- Click the "Manage Campaign" tab to share your fundraising page on social media and/or copy and paste the link to your fundraising page into an email or instant message  
(Use the sample social media language provided or the sample language provided below)
- The "Donation Toolkit" helps you send thank you messages when you receive donations, and to enter offline donations
- Select "Offline Donation Manager": Enter Offline Donations using the fields provided then click either "Save and Add More" or "Save and Close"
- Select "Thank All Donors": Select from the options provided to send a thank you message to all donors or only to those who have not been thanked already (See sample thank you message below)

### Sample Thank You Message

Subject: Thank You for Inspiring Girls to Lead!

Message:

Thank you for making a donation to my fundraiser for GirlVentures' *Hike for Girls* on May 5th in Tilden Park. Your support ensures that GirlVentures can provide transformative outdoor education to girls in middle and high school, inspiring girls to lead. Each year, GirlVentures delivers 12,000 hours of outdoor adventure programs to girls from diverse communities, empowering the the next generation of girl and women leaders, who are committed to improving their communities and protecting the environment. I hope that you will join me in supporting this great cause by contributing, and sharing my fundraising page with your networks. I look forward to seeing you on the trails on May 5th!

Thank you!

NAME

### Sample Social Media Posts

- Let's come together to support #girlsoutdoors! Make a gift to my campaign for @girlventures #HikeforGirls [link]
- I'm raising money to support @girlventures #HikeforGirls to promote girls' leadership, empowerment and access to the outdoors. Can you contribute? [link]