



Help Kids in Need Love to Read!

During National Reading Month
help us raise \$100,000 to take our
one-on-one mentoring program
from schools to screens

Donate at
ReadtoAChild.org



8th Annual Online Fundraising Campaign: "Help Kids in Need Love to Read."

Read to a Child's annual online fundraising campaign '**Help Kids in Need Love to Read**' will be held during **National Reading Month** from March 1-31, 2021. The primary goal of this year's Campaign is to raise funds to support the continued transition of the Read Aloud Mentoring Program to online platforms and to reunite (or establish) virtual reading pairs of students and reading mentors. This effort is extremely important to the children and families that we serve and, based upon COVID learning loss, our students need us now more than ever. Our Campaign will be supported by sponsorship dollars and funds raised through individual fundraising pages. The Campaign will be publicized to more than 10,000 individuals through social media outlets, press releases, newsletters, and email campaigns. **There will be special contests with prizes each week for fundraisers!** Finally, we will be highlighting special Read to a Child volunteer/mentor relationships and success stories **on social media and email** throughout the month.

About Read to a Child

Read to a Child is a national nonprofit literacy and mentoring organization that inspires caring adults to read aloud regularly to at-risk children to create better opportunities for the child's future. Research shows that reading aloud to children is the single most important activity for eventual success in reading, a key factor for success in school, work, and life. When an adult reads aloud to a child, both parties have a joyful, rewarding experience that instills a love of reading, improves literacy skills, and enhances a child's self-confidence. Read to a Child's **Read Aloud Mentoring Program** utilizes 1,800 volunteer mentors from more than 100 socially-minded organizations who read one-on-one to more than 1,400 at-risk elementary school students in the metro areas of Boston, Detroit, Hartford, Los Angeles & Miami. Due to the COVID-19 pandemic, we are shifting our program model to the virtual space and our focus is on reuniting and pairing mentors with students for virtual one-on-one reading sessions.

Sponsorship Agreement Form – See Level Descriptions on subsequent page

I/We wish to sponsor Read to a Child's 2021 Online Fundraising Campaign at the following level:

- ☐ **Visionary \$10,000**
- ☐ **Champion \$5,000**
- ☐ **Trailblazer \$2,500**
- ☐ **Advocate \$1,000**

Contact Information:

Company: _____

City, State, Zip Code: _____

Contact Name: _____

Telephone: _____

Address: _____

Email: _____

Payment Information:

- ☐ Check payable to Read to a Child is enclosed ☐ Please send an invoice
☐ Paid via credit card online at Read to a Child donation page



READ TO A CHILD – ONLINE FUNDRAISER SPONSORSHIP OPPORTUNITIES

Visionary \$10,000

- **Support 600 virtual Read Aloud Mentoring Program sessions**
- Premier branding opportunity through large logo placement on Online Campaign fundraiser page with link to company website, as well as logo and link on Read to a Child's homepage as "Major Supporter"
- Prominently featured in an upcoming Read to a Child Newsletter
- Prominently featured in Online Campaign email blasts to more than 10,000 supporters
- Social media post about partnership with your company
- Logo, link and write-up on "Major Supporter" page of Read to a Child's website
- Logo in Read to a Child's FY 21 Annual Report
- Prominently featured in Campaign press release

Champion \$5,000

- **Support 300 virtual Read Aloud Mentoring Program sessions**
- Medium size logo placement on Online Campaign fundraiser page with link to company website
- Featured in an upcoming Read to a Child Newsletter
- Featured in Online Campaign email blasts to more than 10,000 supporters
- Social media post about partnership with your company
- Logo in Regional supporter page of Read to a Child's website with link to company website
- Listing in Read to a Child's FY 21 Annual Report
- Featured in Campaign press release

Trailblazer \$2,500

- **Support 150 virtual Read Aloud Mentoring Program sessions**
- Listing on Online Campaign fundraiser page with link to Company website
- Highlighted in an upcoming Read to a Child Newsletter
- Highlighted in Online Campaign email blasts to more than 10,000 supporters
- Social media post about partnership with your company
- Listing in Regional supporter page of Read to a Child's website with link to company website
- Listing in Read to a Child's FY 21 Annual Report
- Highlighted in Campaign press release

Advocate \$1,000*

- **Support 60 virtual Read Aloud Mentoring Program sessions**
- Listing in Regional supporter page of Read to a Child's website with link to company website
- Listing in Read to a Child's FY 21 Annual Report
- *Individuals or Families who sponsor or donate at \$1,000 or above will automatically become members of "**Seuss Circle**," Read to a Child's Leadership Giving Level.

For additional information, please contact us at (781) 489-5910 or natalie.ellis@readtoachild.org