

SPARK SOMETHING MEANINGFUL

HELP KIDS IN NEED
LOVE TO READ!

Please help us raise
\$100,000 in **May 2015**
to provide **6,000 reading**
sessions for kids in need!

Spark Something Meaningful

Read to a Child
2015 Digital Campaign



Presenting Sponsors:



#readtoachild


Read to a Child

www.ReadtoaChild.org

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Welcome!

And THANK YOU for joining Read to a Child's second annual fundraising campaign -
Spark Something Meaningful: Help Kids in Need Love to Read!

We are thrilled to have you join the effort in helping to raise **\$100,000** in just one month that will go to provide **6,000** reading sessions for children in the upcoming school year!

Our campaign will run for one month (May 2015) and will be 'live' on our Facebook page and other social media, with daily communications and engagement around developments and progress throughout the campaign.

This toolkit contains:

- I. Campaign Details
- II. How to Join
- III. Example: Set Up Your FirstGiving Page
- IV. Example: Email Appeal
- V. Example: Social Media Post Appeal
- VI. Fun Fundraising Ideas
- VII. Pass it On Ideas
- VIII. Flyer Template – For Sign Ups
- IX. Flyer Template – For Social Media Sharing
- X. Blank Flyer Template
- XI. Helpful Links

Thank you again for joining the campaign! If you should have any questions or need assistance on campaign materials etc. please contact me directly.

Best regards,

Amelie Ansari

Development & Communications Manager

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How to Join

Step 1: Sign up to fundraise at:

<http://www.firstgiving.com/21980/SparkSomethingMeaningful>

Step 2: Send the appeal

Send out the fundraising appeal letter to your friends and family with your personal FirstGiving page link, asking for donations. In this toolkit, you will find an appeal letter of which you can tailor, and copy/paste for your use in the appeal letter/email.

Step 3: Help us create an awareness movement by passing it on – challenge your friends and family to join!

Simply share your own short personal story about who sparked your love of reading, along with a 'favorite book selfie' and post to social media. Be sure to challenge 3 friends to do the same by tagging them in your post along with our universal link <http://goo.gl/iYe8jb> and hashtag #readtoachild

This tool kit Includes:

- 'How to set up your fundraising page' step-by-step instructions for setting up a page at the FirstGiving website.
- Appeal letter and example of how to do it (copy/paste) for email and social media post
- Campaign banners, posters and templates and more for download:
<http://readtoachild.org/spark-something-meaningful/>

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Campaign Details

Please join Read to a Child in raising **\$100,000** to help kids in need love to read!

Astoundingly, 80% of 4th graders from low-income families are not proficient in reading.

Read to a Child inspires caring adults to read aloud to children and to help create better opportunities for the future. Read to a Child's volunteer reading mentors give their student partners the time, confidence and tools to reverse the cycle of illiteracy.

Join our campaign! Read to a Child is raising **\$100,000** in May 2015 that will go to provide **6,000** reading sessions to children in need during the upcoming school year! Help us reach our fundraising goal by signing up to raise money for children who desperately need someone to help them light that spark!

When:

The campaign will run from May 1 – May 31, 2015

Goal: \$100,000 in one month!



HELP KIDS IN NEED LOVE TO READ!

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Example: Set Up Your FirstGiving Page

- 1) Copy this text, paste into your First Giving page, then personalize it.
- 2) Take a selfie with your favorite book and download it onto your computer, then upload it to your page.



Eric Mattes

Personalize this top section

My love of reading was sparked by my mother, who loved reading aloud to me classics such as Goodnight Moon, The Sneetches, and The Lorax. In doing so, she not only gave me an ear for rhyming, but also taught me constructive social values.

These days I read mostly nonfiction and news, but I make time for thrillers such as Sherlock Holmes, The Time Machine, and Dr Jekyll & Mr Hyde. They are masterpieces of short fiction, with brilliant writing, fast-paced stories, and fascinating characters.

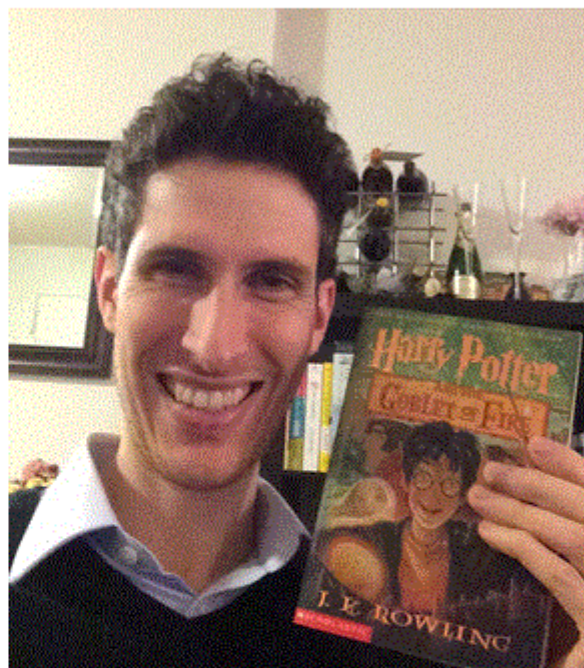
Below here, keep the same

Unfortunately, not every child is lucky enough to be read to regularly. 80% of 4th graders from low-income families are not proficient in reading.

Read to a Child inspires caring adults to read aloud to children and to help create better opportunities for the future. Volunteer reading mentors give their student partners the time, confidence, and tools to reverse the cycle of illiteracy. I'm teaming up with Read to a Child to raise \$100,000 this May that will provide 6,000 reading sessions to children in need.

Please donate on this page and help me spread the word! Share your own story about who sparked your love of reading, include a selfie with a favorite book, and ask people to visit this link so people can donate:

<http://goo.gl/iYe8jb> For bonus points, hashtag #readtoachild.



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Example: Email Appeal

To: My circle of friends, family & colleagues

Subject: Spark Something Meaningful!

Dear Friend,

Please help me Spark Something Meaningful! When I was a child, my mother read Goodnight Moon aloud to me and it provided us with a great bedtime ritual that I looked forward to every evening. Now I look forward to my morning ritual of reading the Wall Street Journal because it helps me understand what's going on in the world. I recently read James Patterson's 'Cross My Heart' and I'm looking forward to reading the next in the series, 'Hope to Die'.



Replace w/ your
personal story

Paste or attach
your favorite
book selfie

Below here, keep the same
except...

Unfortunately, not everyone is lucky enough to be read to regularly. Astoundingly, **80% of 4th graders from low-income families in the U.S. are not proficient in reading.**

[Read to a Child](#) inspires caring adults to read aloud to children and to help create better opportunities for the future. Read to a Child's volunteer reading mentors give their student partners the time, confidence and tools to reverse the cycle of illiteracy. Read to a Child is raising **\$100,000** in May, that will go to provide **6,000** additional reading sessions to children in need during the upcoming school year! Please help me reach my personal fundraising goal of **\$\$\$**! Donations are welcomed at my fundraising page ([insert link](#)) #readtoachild

I Challenge You to Pass it on!

You can help us create an awareness movement. Simply share your own short personal story about who sparked your love of reading, along with your 'favorite book selfie' and the paragraph above. You can use my personal link, or link to the official Read to a Child page here <http://goo.gl/iYe8jb>

Thank you for your support,
-Eric

... replace w/
your
fundraising goal

... replace w/ your link.
Visit <http://goo.gl> to
shorten your link!



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Example: Social Media Post Appeal

Open with
“Please help me
spark something
meaningful”
and tell your
story

Link to your
FirstGiving page
(if you have one)
and the main
campaign page

Include your
book selfie



Eric Mattes

May 3 at 10:07pm – New York, NY

Please help me spark something meaningful! My love of reading was sparked by my mother, who loved reading aloud to me classics such as Goodnight Moon, The Sneetches, and The Lorax. In doing so, she not only gave me an ear for rhyming, but also taught me constructive social values.

Unfortunately, not every child is lucky enough to be read to regularly. 80% of 4th graders from low-income families are not proficient in reading.

Read to a Child inspires caring adults to read aloud to children and to help create better opportunities for the future. Volunteer reading mentors give their student partners the time, confidence, and tools to reverse the cycle of illiteracy.

Help kids in need love to read by making a donation at my personal page ([insert link](#)) or the main page: <http://goo.gl/iYe8jb>

I challenge [Friend Name](#), [Friend Name](#), [Friend Name](#), and anyone else reading this to do the same and pass it on! Please post your favorite book selfie with your own story and the bottom part of this post. Don't forget to challenge a new group of people! [#readtoachild](#)



Fun Fundraising Ideas

You can fundraise while getting your colleagues involved! Keep in mind, people love to 'get something' when they 'give something'. Here are a few ideas:

- Bake sales are always popular at the office and people love to bake! Ask colleagues to volunteer to 'be a baker' and bring in baked goods to sell for fundraising. Optionally, you could amp it up and include a bake-off competition with judging, prizes and bragging rights!
- A chance to win something! Host a raffle and sell tickets to fundraise— ask local businesses to donate prizes.
- Host a special day at the office to show support, such as 'Wear Jeans/Shorts to Work' for a \$5 donation to participate.
- Host a an event at the office to gather colleagues while raising funds. Could be after work cocktails/beer, bagel breakfast, afternoon ice cream social etc. request a 'suggested donation' for participation.
- At events, ask attendees to take photos and share on social media using the hashtag #readtoachild



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Pass it On Ideas

- Put a few children's books out at reception waiting areas with signage asking guests to 'take a book selfie' and post to social media using the hashtag #readtoachild. (Signage for print is included at the end of this document.)
- Host a best 'book selfie' photo competition with prize. Ask colleagues to vote for the favorite to determine winner.



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Read to a Child's volunteer reading mentors give their student partners the time, confidence and tools to reverse the cycle of illiteracy.

We're creating a movement and want you to be a part of it!

Just want to donate? Visit:

<http://readtoachild.org>

Want to sign up to fundraise? Visit:

<http://firstgiving.com/21980/>

For more information contact: **your name & email/phone**

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**Take a selfie with one of
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**Donations welcomed at:
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Use this **blank template**
to create your own
tailored communications,
posters etc.

Links

Universal link for fundraising:

For digital/online use: <http://goo.gl/iYe8jb>

For print use: <http://firstgiving.com/team/291546>

- Read to a Child's Campaign page:
<http://readtoachild.org/spark-something-meaningful/>
- Sign up to fundraise at First Giving:
<http://firstgiving.com/21980/SparkSomethingMeaningful>
- Read to a Child Facebook page:
<https://facebook.com/readtoachild.org>
- Read to a Child Twitter page: <https://twitter.com/ReadtoaChild>
- Read to a Child Instagram page:
<https://instagram.com/readtoachild/>
- Read to a Child blog:
<http://readtoachild.org/about-us/read-to-a-child-blog/>

For more information please contact Amelie Ansari at:

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