

Help Kids in Need Love to Read!

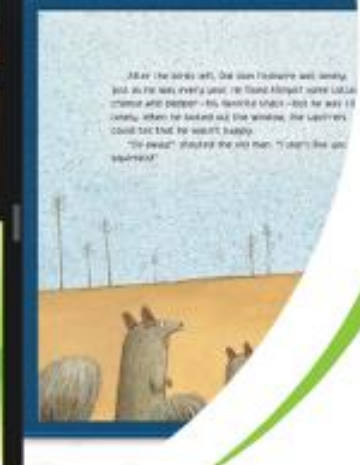
During National Reading Month
help us raise \$100,000 to take our
one-on-one mentoring program
from schools to screens

Donate at
ReadtoAChild.org



Help Kids in Need Love to Read

Read to a Child
2021 Online Campaign
Toolkit



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



Welcome!

And THANK YOU for joining Read to a Child's eighth annual fundraising campaign - **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 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. Our campaign will run from March 1-31, during National Reading Month. We will be offering special prizes for fundraisers who meet particular goals throughout the month. We will be announcing these prize opportunities via email and on social media – stay tuned!

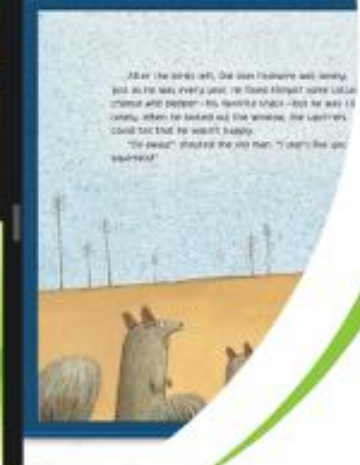
This toolkit contains:

- I. Campaign Details
- II. How to Join
- III. Facts & Statistics
- IV. Fundraising Page Appeal & Example
- V. Text & Email Appeal
- VI. Social Media Appeal
- VII. Fun Fundraising Ideas
- VIII. 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,

Natalie Ellis
Development & Communications Coordinator
Natalie.ellis@readtoachild.org
(910) 585-0367



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



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

When: 1 March – 31 March, 2021

Goal: \$100,000 in one month!

Did you know? COVID-19 school closures could result in achievement levels of up to a year behind! Mentor-student relationships more valuable than ever and critical to closing the achievement gap caused by the COVID-19 pandemic.

Help Kids in Need Love to Read!

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 achieve literacy success and a love for books and reading.

Join our campaign! March is 'National Reading Month' and Read to a Child is raising **\$100,000** in March, 2021 that will go to provide 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.

\$25 can provide the screening and **training of a volunteer**

\$50 can fund the **participation of community members** in our Read Aloud Mentoring Program

\$100 can **replenish our digital library** with the latest acclaimed titles in diverse children's literature

\$250 can equip a school program with **new technology** for virtual reading sessions

\$500 can sponsor a child in Read to a Child's Read Aloud Mentoring Program for one year!

The best way to stay up to date is to follow our social media platforms! We will be sharing campaign updates, reading pair spotlight stories, leaderboards, and prize opportunities all month long! Make sure you follow us on social media here:



@readtoachild.org



@ReadtoaChild

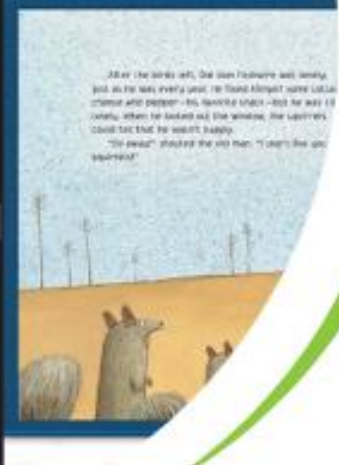


@ReadtoaChild



/company/read-to-a-child/

Visit our campaign page at: <https://readtoachild.networkforgood.com/projects/53463-read-to-a-child-help-kids-in-need-love-to-read-2021>



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



How to Join Sign Up at:



1

Sign up at Network for Good: <https://readtoachild.networkforgood.com/projects/53463-read-to-a-child-help-kids-in-need-love-to-read-2021>

2



Help Kids in Need Love to Read!

Simply share your own short personal story about your love of reading along with the Read to a Child appeal & upload a fun 'selfie'.

3

You can send the appeal from your fundraising page using the 'share this' menu icons for Facebook, Twitter, LinkedIn or send it out via email or text message.

For more detailed instructions:

<https://tinyurl.com/instructions2021>

For video instructions:

<https://tinyurl.com/howtocreateapage>

\$0 RAISED

0% TOWARDS \$300 GOAL

\$25

\$50

\$75

\$100

\$200

\$

Donate

SHARE THIS



Facts & Statistics

Use these facts and statistics to help you share your Read to a Child story!


Students are over 4 times more likely to drop out of school if they are unable to read proficiently by the 3rd grade. –Annie E Casey Foundation, 2015

COVID-19 school closures could result in achievement levels up to a year behind. - Northwest Evaluation Association

The 4th grade is the watershed year. We can predict that if a child is not reading proficiently in the 4th grade, he or she will have approximately a 78% chance of not catching up. - The One World Literacy Foundation

The single most significant factor influencing a child's early educational success & achievement is an introduction to books and being read to. -US Dept. of Education

Read to a Child 2019 Results*

- **97%** of Read Aloud Mentoring Program (formerly Lunchtime Reading Program) students showed increased enthusiasm for books and reading.
 - **95%** of Read Aloud Mentoring Program students displayed increased reading ability.
 - **95%** of Read Aloud Mentoring Program students displayed increased listening comprehension and increased ability to articulate thoughts.
 - **96%** of Read Aloud Mentoring Program students showed increased self-confidence.
- 
- **94%** of Read Aloud Mentoring Program students showed increased vocabulary.
 - **97%** of Read Aloud Mentoring Program students displayed an increased exposure to new ideas, knowledge, people and places.

*Due to COVID-19, we were unable to complete the end of year survey for 2020. Please refer to our 2019 statistics.

Fundraising Page Appeal Example

(Insert your short personal story)



My love of reading was sparked by my parents and older siblings, who read aloud to me every night before bed. Everything from "Curious George" to "Harry Potter" (my personal favorite) - I always asked for just one more book or one more chapter! As my brother and sister got older, they joined in and would read aloud to me before bed, too! It was always a family tradition.

As I got older and learned to read myself, I would bring home books from school and insist that we all read them together. Some of my favorite memories involved a book in my hand and my family always encouraged my love for books.

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. Furthermore, Did you know **COVID-19 school closures are estimated to result in achievement levels of up to a year behind.** Mentor student relations are now more valuable than ever as the need rises for consistent, stable one-on-one relationships to help students feel safe and connected in addition to the incredible literacy benefits they receive from weekly read aloud sessions.

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 help raise \$100,000 this March that 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. Please donate on this page and help me spread the word!

Thank you so much for supporting Read to a Child. With your help, we can Help Kids in Need Love to Read!



Help Kids in Need Love to Read!

IN SUPPORT OF HELP KIDS IN NEED LOVE TO READ

Lizzy's Fundraising Page
A PROJECT OF READ TO A CHILD

My love of reading was sparked by my parents and older siblings, who read aloud to me every night before bed. Everything from "Curious George" to "Harry Potter" (my personal favorite) - I always asked for just one more book or one more chapter! As my brother and sister got older, they joined in and would read aloud to me before bed, too! It was always a family tradition.

As I got older and learned to read myself, I would bring home books from school and insist that we all read them together. Some of my favorite memories involved a book in my hand and my family always encouraged my love for books.

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 and 80% of those will spend time on welfare or in jail.

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 March that will provide 6,000 reading sessions to children in need. Please donate on this page and help me spread the word!

Thank you so much for supporting Read to a Child. With your help, we can Help Kids in Need Love to Read!

Lizzy
www.readtoachild.org
www.facebook.com/readtoachild.org
www.twitter.com/ReadtoAChild

\$535

RAISED

80% TOWARDS \$660 GOAL

\$10

\$25

\$50

\$75

\$100

\$

Donate

SHARE THIS

f

in

+

es

Supported by 17 Donations

Elizabeth G.

I Gave \$20

Laurel Hangan

I Gave \$10

Debra A.

I Gave \$20

To the First (and) Because YOU DESERVE IT and so do the rest!

Carol T.

Add Your Comment

ADD

Text & Email Appeal Example

To: 123-123-1234

Hello! March is National Reading Month and I'm helping Read to a Child raise \$100k 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. Together we can spark something meaningful and help take programs from schools to screens! Anything you can do to help will be greatly appreciated. My donation page: [insert your fundraising page link](#)

To: My circle of friends, family & colleagues

Subject: Help Kids in Need Love to Read!

Dear Friend,

My love of reading was sparked by my parents, who read me a bedtime story each night. The National Institute of Education's Commission on Reading identified the **single most** important activity for building knowledge required for the eventual success in reading is reading aloud to children. Did you know? **COVID-19 school closures are estimated to result in achievement levels of up to a year behind.** Mentor student relations are now more valuable than ever as the need rises for consistent, stable one-on-one relationships to help students feel safe and connected in addition to the incredible literacy benefits they receive from weekly read aloud sessions.

Help Kids in Need Love to Read by Supporting Read to a Child

Read to a Child enables caring adults to read aloud to children and to help create better opportunities for the future. With COVID-19, Read to a Child is transitioning their signature mentoring program, the Read Aloud Mentoring Program to virtual platforms. They are hard at work reuniting (or establishing) reading pairs with caring adult mentors and student mentees across the country.

Please Sponsor Me! Make a Donation to Read to a Child

March is 'National Reading Month' and I'm helping Read to a Child raise **\$100,000** by March 31st that will go 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. Help me reach my personal fundraising goal of [\(insert your fundraising goal here\)](#)! You can show your support by making a donation at my [\(insert your fundraising page link here\)](#).

\$25 can provide the screening and **training of a volunteer**

\$50 can fund the **participation of community members** in our Read Aloud Mentoring Program

\$100 can **replenish our digital library** with the latest acclaimed titles in diverse children's literature

\$250 can equip a school program with **new technology** for virtual reading sessions

\$500 can sponsor a child in Read to a Child's Read Aloud Mentoring Program for one year!

Join Us! Help Read to a Child Fundraise

You can join the campaign by signing up to fundraise at <https://tinyurl.com/helpkidslovetoread2021>

Thank you for your support,

[Your Name](#)

Social Media Appeal

Share your fundraising page across all your social media platforms like Facebook, Twitter, Instagram, and LinkedIn! Be sure to tag us in your efforts!

Write your own short story or use our example language below. Don't forget to include a picture (we suggest one of you reading to a child)!

Facebook

Did you know that COVID-19 school closures could result in achievement levels of up to a year behind? I am raising money for [Read to a Child](#) this March during their Help Kids in Need Love to Read campaign.

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.

Consider donating to my page or sharing my page with friends and family! Here's my page: [page link](#)

Twitter

March is
#NationalReadingMonth and I'm celebrating by helping @ReadtoaChild raise \$100k to support the continued transition of literacy programs from schools to screens! Please consider donating to my fundraising page: [page link](#)

Instagram

I'm celebrating #NationalReadingMonth by helping @ReadtoaChild raise \$100k to support the continued transition of literacy programs from schools to screens! Please consider donating to my fundraising page: [page link](#)

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.

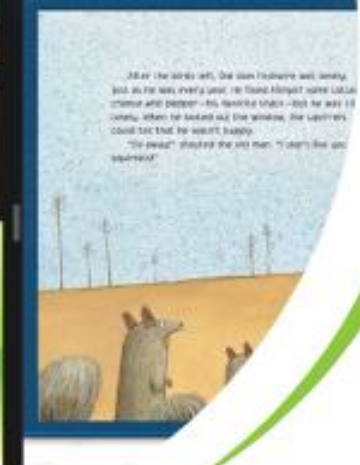
#readtoachild

LinkedIn

Did you know that COVID-19 school closures could result in achievement levels of up to a year behind? Mentor student relations are now more valuable than ever as the need rises for consistent, stable one-on-one relationships to help students feel safe and connected in addition to the incredible literacy benefits they receive from weekly read aloud sessions.

Consider donating to my page for Read to a Child's Help Kids in Need Love to Read Campaign to support the continued transition of literacy programs from schools to screens!

Here's my page:
[page link](#)



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

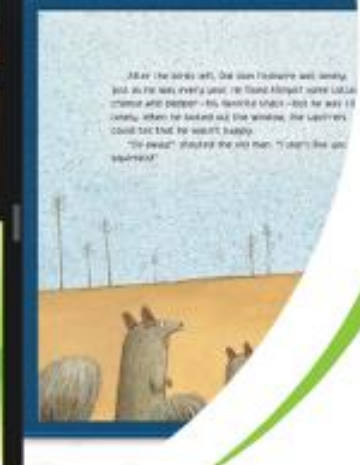
Donate at
ReadtoAChild.org



Fun Fundraising Ideas

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

- A chance to win something! Host a raffle and sell tickets to fundraise using prizes like a vacation day, gift cards, or ask local businesses to donate prizes.
- Host a Read-A-Thon and get your kids involved! Donors can pledge funds per book read or per minute reading and have your kids track their reading for a day, a week, or even the full month! It's a great way to stay on theme and raise money for Read to a Child.
- Host a virtual Trivia or Game Night with your network!
- Host a virtual 'happy hour' or 'coffee break' with your network – that \$10 cocktail or \$5 latte can go toward funding our Read Aloud Mentoring Program!



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



Helpful Links

- Read to a Child's Campaign page + Start Your Own Page:
<https://tinyurl.com/helpkidslovetoread2021>
- Instructions for Creating a Fundraising Page:
<https://tinyurl.com/instructions2021>
- Making a Fundraising Page video:
<https://tinyurl.com/howtocreateapage>
- Read to a Child Facebook: <https://facebook.com/readtoachild.org>
- Read to a Child Twitter: <https://twitter.com/ReadtoAChild>
- Read to a Child Instagram: <https://instagram.com/readtoachild/>
- Read to a Child LinkedIn Profile:
<https://www.linkedin.com/company/read-to-a-child>

For more information please contact Natalie Ellis at:
Natalie.ellis@readtoachild.org or (910) 585-0367