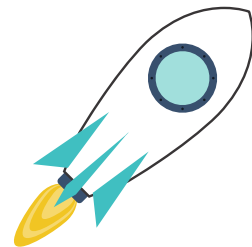# FUNDRAISING TOOLKIT

Thank you for fundraising for Reach Out and Read!

In this kit, you will find the tools to successfully celebrate your birthday, wedding, book club meeting, marathon--whatever you are celebrating--with Reach Out and Read:

LEARN MORE ABOUT REACH OUT AND READ

PERSONALIZE & LAUNCH YOUR CAMPAIGN

SPREAD THE WORD

SAY THANK YOU

There are many reasons that your family, friends, employees, and others in your network will want to give to Reach Out and Read, and these are the same reasons you believe in the organization:

- Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.
- Reach Out and Read promotes positive parent-child interactions through sharing books during the span of rapid brain growth and development that occurs between birth and age five. This can be particularly important in economically disadvantaged families who may be at risk for adverse outcomes.
- Reach Out and Read is uniquely poised to reach more children than other organizations because we are the only national early literacy nonprofit that partners directly with pediatric medical providers.
    - Over 90% of children in the United States under age six visit a trusted medical provider at least once a year.
- With a network of over 33,000 providers at 6,100 sites, Reach Out and Read provides 4.5 million children and families in all 50 states, Canada and US military sites world-wide, with guidance each year.
- Last year, providers shared over 7.0 million brand-new, age- and language-appropriate books with children.
- In a landmark 2014 policy statement, the American Academy of Pediatrics (AAP) cited the body of research on Reach Out and Read in calling literacy promotion "an essential component of primary care pediatric practice."
- $30 provides 1 child with a full year of Reach Out and Read

1. **Go to: give.classy.org/celebratewithreachoutandread**

2. **Click "Become A Fundraiser"**

3. **Click "As an Individual"**

4. **Click "Create an Account"**

5. **Set a Fundraising Goal, Headline, Short URL and Picture**

   Your Headline, Short URL and Picture should be personal and memorable!

6. **Click "Manage"**

7. **Here's the most important part:** Add your Personal Story

   The people in your network will give because Reach Out and Read is important to YOU, so be sure to share your personal story and why you want to raise money for Reach Out and Read! For example, think about how you found out about Reach Out and Read, why you love the organization, and why you think the mission is important.

8. **Donate**

   When you make your own donation, you kick your campaign off on the right foot and show your network you are committed to your campaign.

9. **Questions? Contact us at development@reachoutandread.org**

SPREAD THE WORD

1. **Who to Ask**: Make a list of people you want to ask--think broadly! You should consider friends, family, coworkers, neighbors--you never know who will be moved by your story and Reach Out and Read!

2. **How to Ask**: You can make asks in person, via e-mail, via mail, on social media and more. When you ask, be sure to share your personal connection to Reach Out and Read!

3. **How Often to Ask:** Don't be afraid to ask, ask, ask. The people in your network are busy and will appreciate the reminder.

4. **Share Updates**: Those who have already donate will appreciate knowing their gift made a difference and those who haven't will be encouraged to join in. You can say things like:

   "There are only 3 days left in my campaign for Reach Out and Read--please help me celebrate my birthday by making a gift today!"

   "Your donation of only $20 gets me closer to my goal AND provides one child with a full year of Reach Out and Read--two brand new books and literacy advice from a trusted medical provider!"

THANKYOU

You will get an e-mail when you receive a donation. You can also see each donation at the bottom of your donation page.

1. **Personally Thank Every Donor**: It is important that you thank each and every one of your donors. Your donors will receive an automated e-mail from Reach Out and Read, but your personal thank you will mean so much!

2. **Comment on Your Page**: On the bottom of your donate page, you can immediately comment on each donation. The donor will get an e-mail that you added a comment!

3. **Send a Handwritten Note**: A sincere, handwritten thank you note is a great way to thank your donors.

4. **Keep Your Donors Updated**: Be sure to let your donors know how your campaign went!