



**Reach
Out
& Read™**

FUNDRAISING TOOLKIT

Thank you for fundraising for Reach Out and Read!

In this kit, you will find the tools to:

- **Celebrate your birthday, wedding, book club meeting, marathon or any occasion,**
- **Honor a loved one by collecting donations in their honor or memory,**
- **Engage your employees around a shared goal,**
- **Run a Virtual Book Drive.**

Questions?

Contact us at development@reachoutandread.org



**LEARN MORE ABOUT
REACH OUT AND READ**



**PERSONALIZE & LAUNCH
YOUR CAMPAIGN**



SPREAD THE WORD

THANKYOU
SAY THANK YOU



LEARN MORE ABOUT REACH OUT AND READ

- 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.
 - Over 90% of children visit a trusted medical provider at least once a year, meaning Reach Out and Read is uniquely poised to reach more children than other organizations.
 - Over 33,000 providers at 6,200 sites.
 - 4.8 million children and families in all 50 states.
 - 7.3 million brand-new, age- and language-appropriate books.
 - \$20 provides 1 child with a full year of Reach Out and Read.

PERSONALIZE & LAUNCH YOUR CAMPAIGN



1. Go to: give.classy.org/celebratewithreachoutandread
2. Click *Become A Fundraiser, As an Individual, Create an Account*
3. Set a memorable *Fundraising Goal, Headline, Short URL* and *Picture*
4. Click "Manage" and **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 connection to Reach Out and Read.
5. **Make Your Own Donation:** *When you make your own donation (or match your employees' donation), you kick your campaign off on the right foot and show your commitment to Reach Out and Read!*



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:** In person, e-mail, snail mail, on social media and more. Share the URL and your personal connection to Reach Out and Read!
3. **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!"

"I only need five donations of \$20 to reach my goal--\$20 provides one child with a full year of Reach Out and Read--two brand new books and literacy advice from a trusted medical provider!"

SAY THANK YOU

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:** Thank each and every one of your donors with a sincere, handwritten note. Your donors will receive an automated e-mail from Reach Out and Read, but your personal thank you will mean so much more!
2. **Comment on Each Donation:** On the bottom of your donate page, you can immediately comment on each donation. The donor will get an e-mail notifying them that you added a comment!
3. **Keep Your Donors Updated:** Be sure to let your donors know how your campaign went!