



## MIRRORS AND WINDOWS ONLINE BOOK DRIVE TOOLKIT

*Thank you for helping us change the narrative by providing diverse and socially responsive books for children! In this kit, you will find the tools to successfully organize your online book drive to collect diverse and socially responsive books for the children and families we serve at Reach Out and Read.*

There are many reasons that your family, friends, colleagues, and others in your network will want to support Reach Out and Read's Mirrors and Windows Fund – many are the same reasons you believe in Reach Out and Read:

- Research has shown that children become aware of how they are different or similar to others from an early age.
  - As early as 3 months, a baby's brain can notice race-based differences, like skin color and hair texture.
  - By age 3, children can express explicit forms of racial bias.
  - By age 5, children of color are conscious of existing stereotypes of their group.
  - By age 8, children are aware of social norms and begin to develop implicit forms of bias.
  - By age 12, many children become set in their beliefs.
- 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 **40,000 providers** at **6,100 sites**, Reach Out and Read provides **4.2 million children** and families in all **50 states**, and US military sites worldwide, with guidance each year.
- Last year, providers shared over **6.4 million** new developmentally, linguistically, and culturally 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.”
- Share a short [video](#) about Reach Out and Read

## Personalize and Launch Your Campaign

- Click [here](#) to begin your Mirrors and Windows virtual book drive
  - Click "Become A Fundraiser"
  - Click "As an Individual" (Interested in offering this through your company / place of business? Reach out to [christine.hughes@reachoutandread.org](mailto:christine.hughes@reachoutandread.org).)
- Click "Create an Account"
- Set a Goal, Headline, Short URL and Picture Your Headline, Short URL (make them personal and memorable!
- Click "Manage"
- 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.
- 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.
- Questions? Contact us at [development@reachoutandread.org](mailto:development@reachoutandread.org)

## Spread the Word

**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!

**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 and include a short [video](#) about us! Don't be afraid to ask, ask, ask. The people in your network are busy and will appreciate the reminder.

**Share Updates:** Those who have already donated 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 to provide diverse and culturally responsive books to all children by making a gift today! Thank you!"

"Your donation of only \$30 helps to change the narrative about diversity, equity, and inclusion!  
Thank you!"

## Say Thank you!

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

**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!

**Comment on Your Page:** At 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!

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