HOW TO LEAD A FUNDRAISER FOR READING PARTNERS

Thank you for your interest in fundraising for Reading Partners. Your support is critical in ensuring quality literacy instruction and resources reach students in new and innovative ways. We're deeply grateful for your support!

This guide is designed to support you in leading a successful peer-to-peer fundraiser for Reading Partners, with tips on how to engage your network via email, social media, or even text. If you have any questions or would like assistance with your fundraiser, please email Caitlin Wolf, national manager of annual giving, at caitlin.wolf@readingpartners.org.

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WHAT IS A PEER-TO-PEER FUNDRAISER?

Has someone from your network reached out to you (through text, email, or social media) asking you to make a donation to an organization? When community members fundraise for a nonprofit organization in this way, it's called a peer-to-peer fundraising campaign.

Some of the most impactful fundraisers are peer-to-peer campaigns created by community members like you. That's because when individuals share a fundraiser with their network, they reach more people than the organization can alone. More importantly, people are more inclined to donate when prompted by someone they trust. Your fundraising campaign can have a significant impact on the nonprofits and programs you care about.

Fundraising campaigns can be done at any time, and many people choose to fundraise to mark special times of the year, including:
- Common celebrations like birthdays, holidays, and weddings
- The end of year "giving season" between Thanksgiving and New Year's Eve
- Other milestones like graduations, completing a marathon, or in memory of a loved one

SETTING UP YOUR FUNDRAISER

Regardless of how and where you'd like to share your fundraiser, you only need one campaign page that can be shared anywhere.

1. To get started, go to the campaign's main giving page.

2. To begin setting up your page, you can either scroll down to select from the list of options of what you would like to fundraise for, or simply click **BECOME A FUNDRAISER**. This will prompt you to log in or create an account with Classy, the online fundraising platform used by Reading Partners.

3. Once you have logged in or created an account, you will be prompted to select a fundraising goal, add a photo, and update the page's headline and URL (if desired).

That's it! Your page is now set up. If you'd like to make any other customizations to your page, simply click on **MANAGE** at the top of your fundraising page.
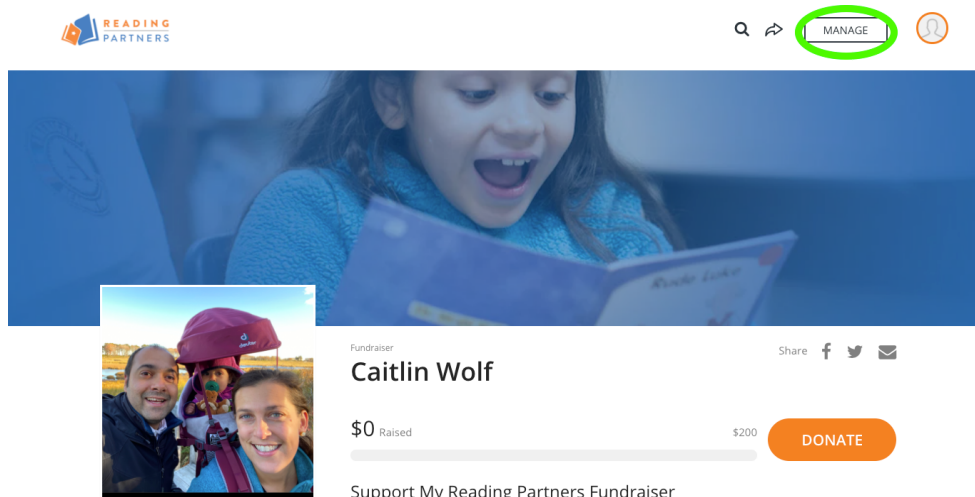

Note: One option under **MANAGE** is to select a region you'd like your fundraiser to support. Your page will automatically be set up so that donors can choose a region when making a gift, but you can go here to select the option for all donations to go to a region of your choice.

Now that your fundraising page is set up, you're ready to start fundraising!

SHARING YOUR FUNDRAISER

Now that you have created your campaign page, you can easily share it with your network by pasting the campaign URL into an email, text, or on social media. You can also quickly share on Facebook, Twitter, or via email by clicking on one of the icons above the **DONATE** button (circled in green below.)
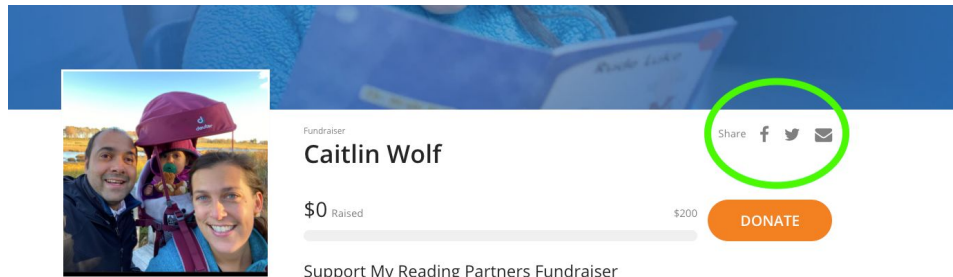
TEMPLATES

The following templates are suggestions. We encourage you to customize using your own words.

EMAIL

Email Template #1

Hi [Name],

I hope you and your family are well. As you might know, I'm a [volunteer tutor/recently signed up to be a tutor] with Reading Partners. Reading Partners envisions a future where all children in the US have the reading skills necessary to achieve their dreams. They work toward this vision by pairing students with volunteer literacy tutors for one-on-one support tailored to their individual needs. I'm reaching out because I'm raising funds to support this important work.

Individualized tutoring is even more important during the pandemic, as children are being asked to engage in more independent learning, without a timeline for how or if things may change.

I'm really proud to partner with an organization that's tackling the challenges of this year head on. Reading Partners quickly adapted their in-person program into an online tutoring

platform so that students can continue to receive critical one-on-one support in any learning environment, regardless of whether they are in school or not.

If you're in a position to help, please consider supporting my fundraiser for Reading Partners on my fundraising page [add a link to your fundraising page] to help make sure that every kid has a chance to become a strong reader.

Thank you,

[Signature]

Email Template #2

Hi [Family and Friends],

Please consider helping me support Reading Partners by making a donation through my fundraising page [add a link to your fundraising page]. During this challenging year, Reading Partners is partnering with students and their families/caregivers by providing their one-on-one literacy tutoring program on a virtual platform. This ensures students will continue learning how to read no matter what school looks like.

A donation of any amount will make an impact. The process is fast, easy, and secure. Thanks so much for your support!

WIth gratitude,

[Signature]

FACEBOOK

I'm fundraising for Reading Partners to help kids continue learning to read during this unprecedented year. If you are in a position to help, please support my fundraiser for Reading Partners to bring one-on-one virtual literacy tutoring to students no matter where they're learning. [add a link to your fundraising page]

Educational equity is a cause I care deeply about. If you are in a position to give, I hope you'll help me support Reading Partners to ensure kids and families have equitable access to expert literacy resources no matter what school looks like. [add a link to your fundraising page]

Every student should have access to high quality literacy resources, no matter their learning environment. If you are in a position to give, I hope you'll help me support Reading Partners to ensure kids and families have equitable access to expert literacy resources wherever they're learning. [add a link to your fundraising page]

Thank you to everyone who has donated to my fundraiser for Reading Partners. I'm halfway toward my goal of raising [$X amount] to support early literacy education. If you are in a position to give, I hope you'll join me in supporting this important cause. [add a link to your fundraising page]

TWITTER

I'm fundraising for @ReadingPartners to help kids continue learning to read during this unprecedented year. If you are in a position to help, please support my #Fundraiser for Reading Partners to bring one-on-one virtual literacy tutoring to students no matter where they're learning. #Education #GiveBack [add a link to your fundraising page]

#EducationalEquity is a cause I care deeply about. If you are in a position to #give, I hope you'll help me support @ReadingPartners to ensure kids and families have equitable access to expert literacy resources no matter what school looks like: [add a link to your fundraising page]

Thank you to everyone who has donated to my #Fundraiser for @ReadingPartners. I'm halfway toward my goal of raising [$X amount] to support early #LiteracyEducation. If you are in a position to #give, I hope you'll join me in supporting this important cause: [add a link to your fundraising page]

TEXT MESSAGE

I'm fundraising for Reading Partners to help kids continue learning to read during this unprecedented year. If you are in a position to help, please support my fundraiser for Reading Partners to bring one-on-one virtual literacy tutoring to students no matter where they're learning. [add a link to your fundraising page]

THANKING YOUR DONORS

Anyone who donates to your page will receive a tax receipt and a "thank you" email from Reading Partners staff, but we also encourage you to thank anyone who donates to your campaign. If you'd like to do this directly from your campaign page, simply follow the instructions below.

Click **MANAGE** in the top right hand corner of your page.
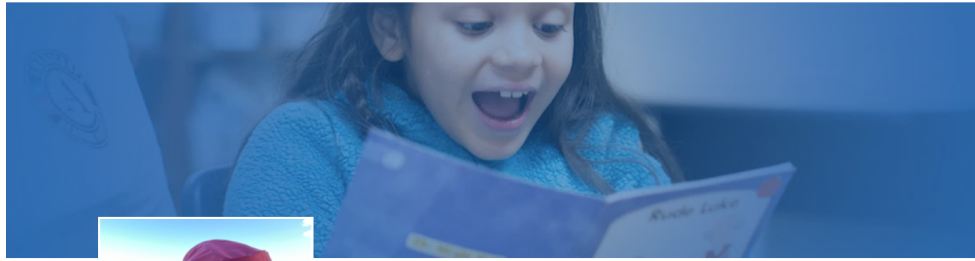
Then click **DONATIONS** from the options that appear. There, you'll be able to see and comment on each gift that has been made.

FUNDRAISING INSPIRATION

Beth Blumenthal is a Reading Partners volunteer who hosted a wildly successful fundraising campaign, raising over $50K, in honor of Reading Partners' 20th anniversary and a special milestone in her life. Read Beth's personal account of her fundraising experience.