



# Leveraging Local Resources

Technical Assistance From Reading Is Fundamental

Here are some great places to go for funds and friends!

- ◆ **Bookstores.** Many programs have had success asking for donations of books, space or money from bookstores. It makes sense that a bookstore would want tomorrow's adults to love reading! Some of the larger national chains have been successfully tapped on the local level, so don't be intimidated by size.
- ◆ **Find a Foundation Center.** Most cities have foundation centers, which are special libraries for researching local grant opportunities. They often are attached or affiliated with public or university libraries.
- ◆ **In-Kind Donations.** You will need more than just money to run your RIF program. Many businesses and community organizations can offer prizes, space or volunteers. Often this year's in-kind contribution will turn into next year's monetary donation.
- ◆ **Local Banks.** Often local banks are willing to provide funds, sponsor a campaign or offer free services.
- ◆ **Media Play.** A local Media Play store might be willing to help provide incentives for reading contests and challenges.
- ◆ **Minor League & College Teams.** Collegiate and minor-league teams tend to look for opportunities to be involved in the community. Ask for guest readers, free tickets or other items for reading incentives.
- ◆ **Police Benevolent Organizations.** Local police often have funds set aside to give to the community they serve.
- ◆ **Publicity.** The more visibility your RIF program has and the more you recognize your supporters, the more likely others will want to be involved. Remember Reading Is FUNdamental. Being a friend to your RIF program should be FUN too!
- ◆ **Service Clubs.** Kiwanis and Rotary clubs both have partnerships at the national level with RIF. Usually the best way to approach these service clubs is to give a presentation at a club meeting. (Ask your program specialist for more information about how to give a great presentation.)
- ◆ **Sororities and Fraternities.** Some of these organizations even run *their own* RIF Programs! They can be a great source of volunteers and other resources.
- ◆ **State Resources.** Don't overlook statewide resources such as State Departments of Education. Be knowledgeable about their programs. For example, in New York the Board of Cooperative Education Services offers many grant opportunities.
- ◆ **Walmart/Sam's Club/Target.** These retail stores (and many others) are usually required to "reinvest money" back into the communities where they are located. If you have one of these stores in your area, try to talk with a manager about donating goods, services or money to your RIF program.

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