



Be a Volunteer RIF Fundraiser

Thank you for your interest in supporting children's literacy. We are thrilled you want to work with Reading Is Fundamental (RIF) to ensure that all children have the opportunity to own books, learn to read, and thrive.

There are multiple ways you can volunteer your time. One critical area is by helping RIF raise money to get more books into the hands of children everywhere. Our work is made possible through the generous support of donors. Every donation helps RIF deliver on our mission and you can be a fundraiser for RIF and look to your friends, families and colleagues to join in.

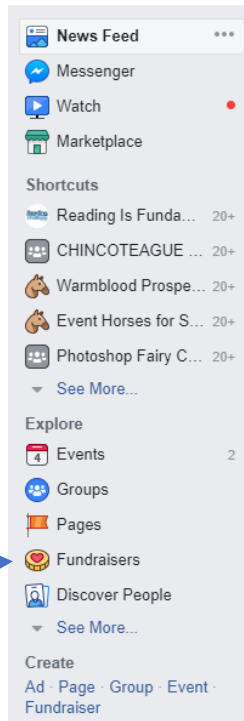
Below please find some suggested opportunities to join us as a volunteer *RIF Fundraiser*:

Create a personal fundraising event on your Facebook page.

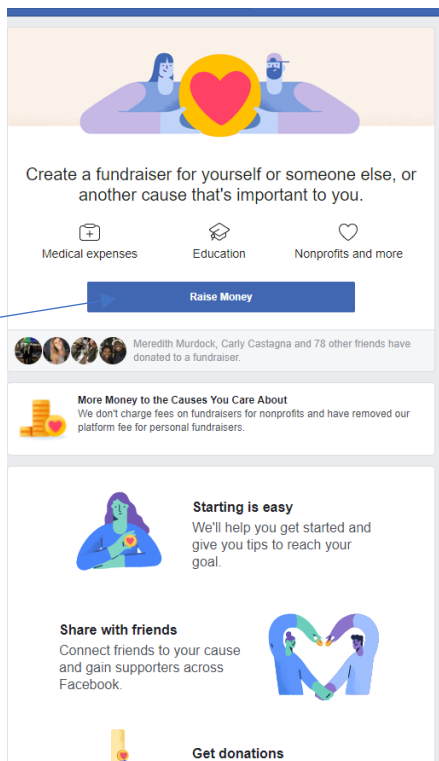
If you have a special occasion coming up (or perhaps you want to leverage a literacy occasion like National Reading Month in March), set up a Facebook donation opportunity to reach out to your network to maximize your collective impact for RIF. Below are steps to walk you through the process to set this up on your Facebook page.

To set up your RIF fundraiser, [click here](#) or follow these steps:

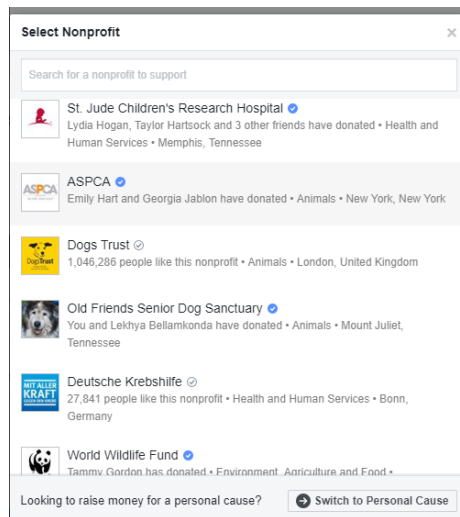
1. Click **Fundraisers** in the left menu of your News Feed.



2. Click **Raise Money**.



3. Select **Nonprofit/Charity**. You can do this by typing Reading Is Fundamental's name into the search window, seen in the screenshot below.



4. Fill in fundraiser information in the "basics" window. This includes timeline and fundraising goals. We recommend a short time line of about two weeks.

The screenshot shows a window titled "Let's start with the basics" with a central graphic of a red thermometer. Below the graphic, there are several form fields for setting up the fundraiser:

- Who is organizing the fundraiser?**: Christine Lonsdale (dropdown menu)
- Who are you raising money for?**: Reading Is Fundamental (RIF) (text input field)
- How much money do you want to raise?**: 200 (text input field) and USD (dropdown menu)
- When should your fundraiser end?**: Dec 11, 2018 (text input field)

At the bottom of the window, there is a progress indicator with three dots and a blue "Next" button. Below the progress indicator, there is a note: "Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate."

5. Tell your story. Explain to your friends why they should donate to RIF and that their donations will go to making sure more books are put into the hands of children everywhere. You can highlight that 25 million children in the U.S. cannot read proficiently and that we need to change this statistic. Or share a personal story about why reading is important to you.

Tell your story

What's the title of your fundraiser? ⓘ
Christine's fundraiser for Reading Is Fundamental (RIF)

Why are you raising money? ⓘ
Want to join me in supporting a good cause? I'm raising money for Reading Is Fundamental (RIF) and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Reading Is Fundamental (RIF) below.
Getting books and literacy resources to kids who need them most.

Back Next

6. Select a cover photo for your fundraiser. Below are three options or feel free to use a personal image that captures the power of reading:

Pick a cover photo

Suggested photo ⓘ
Reading is Enchanting

More suggestions

Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you choose.

Back Create





Note: Donation and fundraising features on Facebook aren't available in every area.

7. Click “create” and your fundraiser will be published!



Alona's Birthday Fundraiser for Reading Is Fundamental (RIF)

Fundraiser for Reading Is Fundamental (RIF) by Alona Belousova
\$212 / \$200 · Only 8 hours left!

Donate

Invite

8. Share your fundraiser broadly. Once your fundraiser is live and posted to your profile, you can do more to get the word out! Share your fundraiser so it appears on your friends’ timelines and invite friends to your fundraiser so they have multiple chances to participate. Beyond sharing with your Facebook friends, use the sharable link for your fundraiser to get the word out about your fundraiser on your other social media platforms.



Book Club Fundraising

Who better than book lovers to help support RIF's mission to ensure every child has a book to own. If you are part of a book club and/or know of others in your community, ask each book club member to donate to RIF in the name of the book club. The RIF team can even set up a custom donation page to support your fundraising efforts. Also, we would be happy to send a few treats to your book clubbers to say thank you.

[Here](#) is our book club one sheet for more information.

Host a book drive and raise money for RIF

Take a look at our ideas for hosting a book drive and then take it one step further to leverage as an event to raise money for RIF. Ask your friends, family members, colleagues and anyone else to donate gently used books to a book drive you host and promote. While hosting your book drive, ask everyone who drops off books to also consider contributing to RIF to ensure children everywhere can receive books to take home and own.

[Here](#) is our book drive one sheet for more information.

Source: Reading Is Fundamental

Last Modified: April 2019