



RIF FUNDRAISING TIP SHEET

Join RIF to support childhood literacy in communities nationwide! We want to make it easy for you to support RIF's mission. With these simple steps, you can set up your own fundraiser and join RIF in our work to create a literate America where all children have the opportunities that literacy provides.

Step1: Plan the Basics

You might have plans for a Kappa Kickball or Kappa Karnival event. You can also approach a local or online business to secure their participation as a partner in your fundraising event, committing to donate a percentage of sales to Reading Is Fundamental. Many businesses are often open to these collaborations including: local restaurant chains, local retail stores, online businesses (ex. JamBerry nails, LuLaRoe apparel) and many others.

Step 2: Set a Fundraising Goal

Establish a goal for the total amount you hope to fundraise. You can ask supporters to join you at the following giving levels or, to join you in a challenge to double your giving level from last year: Build a home library - \$100; Build a classroom library - \$1,000, or Build a school library - \$5,000.

Develop messaging around your goal that will help engage potential donors. For example:

"Join us as we raise \$10,000 to support Reading Is Fundamental by September 1st. With your support, RIF will be able to help fill classroom libraries with books that will set students on a path toward a lifetime of opportunity. Give at RIF.org/donate."

"Join us March 8th for Kappa Con Queso AND, throughout the month, we're calling on you to help us work with RIF to build home libraries of students and help them open doors to life through literacy. Every \$100 raised will help support RIF's efforts to put books into the hands and homes of children."

"What are you up to this Saturday? Join KKG at Panera from 6-8pm to benefit Reading Is Fundamental! 10% of your purchase will support children's literacy #kappalovesRIF"

Step 3: Set a Timeline

Determine when and how long your fundraiser will run or when you'll host your event. Setting a definite fundraising period will help your donors act quickly to help you meet your goal. Fundraising campaigns ideally can run for one-two weeks or up to a month. If you're hosting a specific event, you can also encourage those that cannot attend to donate online or by text for up to a certain period.

In the month before your fundraiser, begin to plan out your messaging strategy, draft your communications and set your schedule for sending out messages. We recommend starting communications one week before your fundraiser begins. Then send out messages once or twice a week depending on the length of your fundraiser.

Regularly share about your fundraising target amount and the literacy support it will help RIF to provide, encourage your partners to give, and provide status updates on your progress toward your goal to engage donors in your efforts.

At the end of your fundraising campaign or event, provide a wrap-up of your efforts to all who gave and thank them for their generous support.

Step 4: Share your Fundraiser

Be sure to take advantage of all channels available to you. Consider using email blasts, your social media channels, flyers at local retail and dining establishments, flyers sent home with children from school (work with a PTA), and even ask your friends and partner organizations to do the same. The more awareness you can create of your efforts, the better you'll be able to reach your fundraising goal.

Utilize one of RIF's platforms to collect the donations for your fundraising campaign.

You can ask your donors to either:

- 1) Make a gift on RIF's website at rif.org/donate and list your Kappa organization and fundraising campaign name in the 'tribute' line
- 2) Ask donors to mail their checks to RIF and list your Kappa organization and fundraising campaign name in the 'memo' line (use [this form](#) to mail in your donation)

Step 5: Showcase Your Impact

At the close of your campaign, we encourage you to share widely on social media, blogs and e-newsletters about your accomplishment to further the RIF mission across the country. We also love to hear from you and gather your impact stories and photos. Please send us a note to recap your campaign so we can also help shine a spotlight on your work! Your efforts could end up in the next RIF National newsletter or blog post.

If we can support your fundraising efforts in other ways or assist with any questions, please email us at jmoone@rif.org.