



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.

Enclosed you'll find tips and tools to support your fundraising efforts. Whether you want to engage your family, friends and supporters who can't be at an in-person event, if you're looking to boost your online messaging, or if you're looking for tips to set up an event in partnership with a local business, we've provided resources for support.

Toolkit 1: Host an Online RIF Fundraising Campaign

With these easy steps, you can set up an online fundraising campaign to compliment an upcoming event or as its own fundraising initiative.

Step 1: Set a Fundraising Goal

Start your efforts by establishing a goal for the total amount you hope to fundraise. As you set your fundraising target amount, consider how you'll help your potential donors understand your goal. As an example, you can ask them to join you at the following giving levels.

- Build a home library - \$100
- Build a classroom library - \$1,000
- 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 January 1st. With your support, RIF will be able to help fill classroom libraries with books that will set students on a path toward a love of reading and a lifetime of opportunity."

"Join us March 1st for National Reading Month. We're calling on our friends to help us as we work with RIF to build the 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. Give at RIF.org/donate."

Step 2: Set a Timeline

Determine when and how long your fundraiser will run. 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. Even if you choose to host a specific event, you can encourage those that cannot attend to donate for up to a certain period.

In the month before your fundraiser, begin to plan 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.

Ensure your messaging regularly shares information 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, provide a wrap-up of your efforts to all who gave and thank them for their generous support.

Step 3: Share your Fundraiser

As you get underway with your fundraising campaign and consider your messaging, 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.

Step 4: Get Started

Utilize one of RIF's many 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 fundraising campaign name in the 'tribute' line
- 2) Ask donors to mail their checks to RIF and list your 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, RIF will gladly share a final total of the funds raised and 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'd 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 LiteracyNetwork@rif.org.

Toolkit 2: Host a Local Fundraising Event to Benefit RIF

Use these tips to host a fundraising event at a local place of business and join RIF in our work to create a literate America where all children have the opportunities that literacy provides.

Step 1: Secure a Business Partner

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: Share Your Event

Lock in an event date and time with your business partner and share your fundraising event details far and wide, taking advantage of all channels available to you. Using e-mail blasts and your social media channels, use the messaging you've developed to share out your fundraiser and asks your supporters to share with their networks. The more awareness you can create of your efforts, the better attendance you'll have at your event.

Develop messaging around your event. For example:

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

"Tacos and a good cause, what could be better? Stop by Chipotle tonight to benefit Reading Is Fundamental. #readingisfundamental."

In the month before your fundraiser, begin to plan your messaging strategy, draft your communications and set your schedule for sending out messages.

In the week before your fundraiser, begin to advertise and invite folks to join your fundraising event.

On your fundraiser event day, share the event details and ask folks who are not able to attend to consider making an online donation at rif.org/donate and mentioning your event name in the 'tribute' line.

Step 3: Showcase Your Impact

Following your event, we encourage you to share the grand total of funding raised on social media, blogs and e-newsletters, highlighting your accomplishment to further the RIF mission across the country. We'd 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.

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