

Reading Is Fundamental

Fundraising is Fundamental

Thank you for your efforts to raise funds to implement a RIF program. It's volunteers like you who care about children and understand the magic of stories and the power that reading brings, and who make it possible for RIF to deliver so many books and reading resources to children in communities across the country.

Welcome

We want to help you be successful in your fundraising efforts. Whether you're thinking of a small program implementation or an ongoing larger initiative, you are part of a committed community focused on children's literacy. Literacy can change the life of a child, and helping to get books into the hands of young readers is a rewarding effort that everyone can agree upon. Thank you for joining RIF in our mission to give every child the opportunity to read.

The Guide

This fundraising guide was designed for anyone looking for guidance or materials to help develop and implement a plan to raise money for RIF programs. The contents are organized to be used as needed: start on page one and develop an entire fundraising plan, from brainstorming to thank you notes, or just focus on the individual pieces you need. **The RIF community team is always available to brainstorm and support your efforts. You can contact us any time at LiteracyNetwork@RIF.org.**



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I. QUICK START: 5 Steps to Fundraising Success

1. Set a Fundraising Goal

First, identify your goal(s), both what you need money for and how much you need. Identify how the collected donations will be used (for example funds for a RIF matching grant, Books for Ownership program, book purchase for your library). As you set your fundraising target amount, consider how you will help potential donors understand your goal. As an example, you can ask them to join you in achieving the following giving levels:

Build a child’s home library	\$10
Support a classroom of children to build their home libraries	\$100
Support an entire grade of students to build their home libraries	\$1,000

2. Start Planning

You have set a fundraising goal, now determine the fundraising strategy that will help you achieve it. Think of something you could sell, host, or ask for that would encourage people in your community to donate. Do something that you are already connected to (personally or as an organization). It can be easier to understand the pieces if you’re already familiar with some aspects:

- Love to run – put on a 5K.
- Know a lot about gardens – host a garden tour.
- Play in a band – have a concert for charity.
- Spend a lot of time on Etsy – host a group that makes handmade valentines and sell them.
- Write for a living – post a ‘please donate’ letter on your neighborhood listserv.

Section 3, Fundraising Strategies, of this guide provides specific strategies to consider for your fundraising efforts.

3. Get Help

Enlist volunteers by reaching out to local RIF community partners (see Section 5), your local businesses, local high school/college or library. For help with the pieces that seem too time consuming, are new to you, or would be more fun with a group...just ask! Try to ask for very specific help – people are usually very happy to help but need to know exactly what they're agreeing to support. RIF National offers support in finding and engaging volunteers and recognizing their efforts. Contact us if you need help identifying potential volunteers.

4. Implement

- Depending on your fundraising goals or activity, the implementation phase may be a one-time exercise or an ongoing process. Here are some steps to get you started.
- Lay out the details and steps needed to fully execute your fundraising plan with key milestones and deadlines.
- Identify your target audience/donor(s) for communicating your fundraising efforts.
- Develop all necessary messages and identify appropriate communication channels to distribute to your identified target audiences (sample messaging and templates are provided in Section 4).
- For event-based fundraisers, consider and plan for all the details – e.g., reserve or confirm event space, order decorations and food if applicable.
- Start communicating out by sharing details and information about your fundraiser – send your fundraising message, taking advantage of all channels available to you (email, onsite flyers, social media, etc.).

5. Highlight Impact & Send Thank You

Immediate accountability and follow-up ensure that your donors and volunteers will be enthusiastic about your future events and fundraising outreach and clearly understand the impact of their contributions. Be specific in sharing how the dollars you raised will be used to directly impact the children you serve. For example, highlight the number of books you will distribute and the number of children you will reach. Thank volunteers and donors with a letter or email (templates are included in Section 4).

II. ABOUT READING IS FUNDAMENTAL: Explaining RIF and its Mission to Support your Fundraising

Use this information about RIF to prepare your fundraising messages tied to the mission of RIF, why you are raising money to implement RIF programs in your community, and why people should donate to your cause. In addition, a presentation is provided in Section 4 that you can customize and use as you conduct outreach to local businesses and organizations.

Overview

Reading Is Fundamental (RIF) is the nation's leading voice for children's literacy. Established in 1966, RIF has been providing books and literacy support to children who need them for over 50 years.

RIF has several core programs and services that inspire children to develop a love of reading, ensure access to quality literacy resources and address the literacy crisis.

- Books for Ownership, RIF's flagship program, enables children to choose books to keep and take home (based on choice, access and engagement).
- Read for Success, RIF's evidence-based reading intervention program, offers STEAM-based activities to complement high-quality book collections paired with the Books for Ownership program.
- Book Fund enables all RIF partners to obtain high-quality books for children from birth through twelfth grade at a discount, for any of their literacy activities.

FAQ

What does RIF do?

Reading Is Fundamental inspires a passion for reading among all children by providing reading programs anchored on children having the opportunity to choose books to take home and own and free supplemental reading resources tied to these books online. It's the nation's largest children's literacy nonprofit and is working to solve the literacy crisis in America, where 25 million children cannot read proficiently.

What is RIF's mission?

Reading Is Fundamental is committed to creating a literate America by inspiring a passion for reading among all children, providing quality content to create impact, and engaging communities in the solution to give every child the fundamental building blocks for success.

How many kids does RIF help?

In 2017, RIF reached over 1 million children through its reading programs and literacy resources through the support of its many local program sites and community partners nationwide.

Why donate money to RIF?

Partnering or contributing to a local program site is investing in a RIF program that helps bring books and reading materials to children right in your community. Literacy is a foundational skill, opening the door to opportunities at every age and allowing children to thrive at home, in school, and for the future workforce. Local RIF program sites ensure that children in the community have more resources to develop a lifelong passion for reading.



III. FUNDRAISING STRATEGIES

Fundraising Events

A great way to raise funds where all the proceeds benefit your RIF program is to host a special event that engages members of your community. Family-friendly events create the perfect atmosphere to promote the important work your organization does in partnership with RIF while driving donations.

Case studies to inspire you

Our many local RIF program sites and community partners hold fundraisers throughout the year. Read about their successes and think about replicating part or all of their events in your area.

Book It for Books: 5K and 1 Mile Fun Run (RIF of Northern Virginia)

This event occurs at the end of October and runners are encouraged to dress in costume for Halloween. Each runner pays a registration fee with the proceeds benefitting local RIF programming. The organizers also encourage local, school-based RIF program sites to raise extra money by forming teams to run and set a team fundraising goal for which they call on their network of friends and family to support them as they run the race. The event raises money through sponsors and is supported by dozens of individual, local nonprofit and corporate sponsors.

Friends of the Brunswick-Glynn County Library: Turning Old Books into New Books

Each year, volunteers gather used books through various sources, including book drives, donations, etc. The library serves as a critical partner by offering a dedicated room in the building for the group to then sell those books and advertise their cause to the public. The books are sold at modest prices but the impact is immense. All money raised is used to purchase new books to support their RIF program in surrounding schools.

Kappa Krawfish: Crawfish Boil (Delta Iota Chapter of Kappa Kappa Gamma at Louisiana State University)

Hosted at the Kappa house on campus, the Kappa Krawfish fundraiser has become an annual fundraising event. Funds are raised through event ticket sales, t-shirt sales and raffle ticket sales. Kappas keep event costs low to maximize dollars raised for local impact by enlisting the help of a local, student-owned business to run the boil and they also get drinks and ice donated. With money raised during the 2016-17 school year, they were able to distribute 1,000 books (more than double their goal) to students, classrooms and the school library at a local Baton Rouge elementary school.

General ideas

Part of the fun and excitement of fundraising can be brainstorming and designing events. Here are some common event ideas and themes.

- Bake Sales
- Silent Auctions
- Movie Night
- Used Book Sale
- Game or Carnival Nights
- Penny-Pinchers/Coin Collection
- Read/Run/Dance/Etc.-A-Thons

Connections to people who have been successful fundraisers

RIF is here to help you make connections to local RIF program coordinators or friends of RIF who have completed successful fundraising efforts. Sometimes it helps to hear directly what worked well and what could be tweaked for better outcomes. In addition, many organizations already have a focus on children's literacy and are often looking for local partners and causes with which to partner. Some of these organizations may have established fundraising plans and events where you can explore collaboration (see Section 5).

Host a Fundraiser with a Local Business

Partnering with a local business is a popular way to raise funds. Many local retail businesses and restaurants partner with community organizations looking to raise funds by designating a "percent night" where a percentage of sales are donated.

Even online retail businesses participate. Your program site is asked to spread the word to turn out a crowd at the restaurant or online store to make the event a success! For example, your local pizza parlor may dedicate one day to your organization and offer 10% of sales on that day to your effort. In return, you help publicize the event and encourage people to patronize the business during your fundraising window. Start by looking at the larger chain restaurants and stores to see what options they may already have in place, or use some of our templates to consider contacting a local business that you'd like to partner with and explore this opportunity.

Event Tip

Establish an event checklist at the same time you generate the event idea. Include every step that needs to be taken, from reservations to permits, communications to catering, and materials to staffing. Assign a timeframe and lead person for each action item.

Use online platforms to promote your fundraisers

Using your social media platforms is a great way to promote your fundraising efforts by encouraging your community to attend a local fundraising event, a restaurant percent night, or driving online donations on your website. Below are some best practices on using the various platforms.

Social Media Platform	Posting Frequency	Style	Post Length
Facebook	3-5 times per week	Use Facebook for informative and interesting content. If you have content that requires more detail Facebook is your best option.	Your Facebook posts can be a bit longer than other platforms. However, your post should still be concise.
Twitter	1-3 times per day	Snappy content and quick updates. Twitter is not the place for lengthy, detailed content.	280-character limit. This is about two sentences.
Instagram	2-3 times per week	Images are the top priority and should speak for themselves. Your captions should serve as support for the image.	Your post can include one or several images. Your caption should not be more than two sentences.

- Use social media two weeks before your fundraiser event to encourage interest and afterward to showcase your event and build commitment to your reading program for the future.
 - Encourage volunteers, teachers, leaders and others to participate in the social outreach. The more contributors, the more awareness will be generated for your efforts.
 - An easy way to do this is to encourage community literacy lovers to ‘retweet’ your organization’s tweets or ‘share’ your Facebook posts.
 - Use pictures to create a compelling message.
 - Capture images that show joy, expression, and action in the children choosing their books to take home and own.
 - Shoot clear pictures from several different angles.
 - Play with different perspectives - sometimes the photo you think won’t turn out ends up being a winner.
 - Use social media to promote the funds you raised and the impact you will make after your event. You can also thank your donors and volunteers in your post event messaging.
-

Direct Fundraising: Individual and Donor Solicitation

Individual Donor Solicitations

Target your solicitation to prospective donors that have expressed interest in literacy, education or children’s issues. The more research you do to understand prospective donors, the more likely you are to connect with them by customizing a message that resonates and by providing the appropriate channel for donation. For example, you can determine if it’s more effective to reach them via direct mail by sending a letter in the mail to ask for a donation or via online by sending an email to request a donation. It is helpful to establish a specific goal for which you are fundraising and a relatively short timeframe to encourage people to take action when they receive the request. You can use email or a letter to support donor solicitations (or both – often a potential donor may need to see a message multiple times before taking action). A sample letter is provided in Section 4.

Foundation and Corporate Solicitations

Target your outreach to foundations and businesses that already contribute to similar causes or have a customer base that would relate to your mission. You may start by researching local foundations and companies but also consider regional and state opportunities.

Research Tips:

- Review the catalogs, event materials, or annual reports of other nonprofits to see who is funding their work.
- Ask your network to find out if anyone is connected to an organization who might be interested in your work.
- Use websites to dig into the issues that organizations are committed to or what they've funded in the past.
- For foundations, find out whether they accept unsolicited requests and/or have specific submission requirements or deadlines for requests.
- Make a note of organizations in the news for working with schools or other nonprofits.
- Research supporters of local literacy events, such as book festivals, bookstore/author talks, university drama or literary events, and writers' associations.

Grants

Another way to obtain funding for a RIF program is by applying for grant funding. Explore private and government grant opportunities that could potentially fund a RIF program for your community. Many corporate, family and community foundations offer competitive grant programs that may be a good fit for the literacy activities you want to fund. In addition, federal, state and local governments also offer grant programs that focus on education, families and youth that are good pathways to explore for your RIF activities. If you plan to submit a grant application, RIF would be happy to partner with you on a proposal.

One of the best ways to identify these grant opportunities is by using a website that lets you filter by issue, location, and other parameters. Two helpful directories that you might like to search are listed below and also include general information and guidance about grants.

[Foundation Directory Online](#)

[Center for Nonprofit Excellence](#)

[Grants.gov](#)

Online Fundraising

Creating an online fundraising campaign

Social media is an organic way to leverage your community to supplement your fundraising efforts. Your organization can use social media in various ways as a no cost way to solicit donations. A major benefit of using social media as a fundraising mechanism is that you can speak directly to users who are already interested and invested in your mission.

This guide provides an overview of two ways to use online tools to raise funds: using Facebook is only appropriate if your organization has 501(c)(3) tax-exempt status; while using crowdfunding is appropriate for everyone. Because there are limitations to fundraising via online platforms for organizations that are without 501(c)(3) status, one option to consider is partnering with a local nonprofit to fundraise for a particular RIF program.

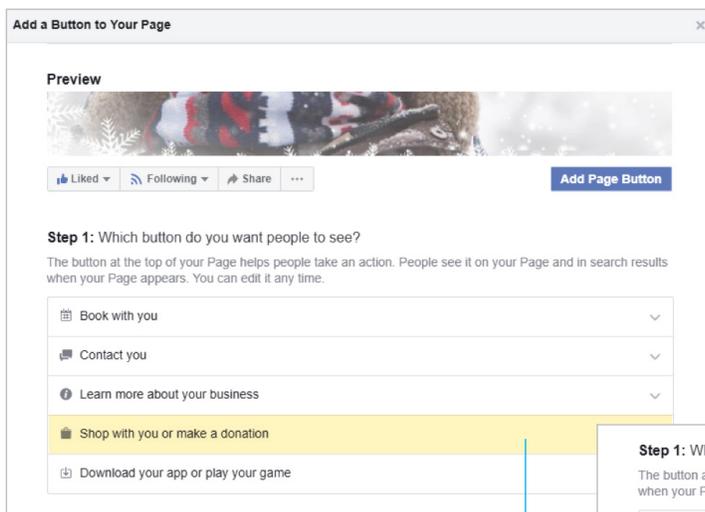
Facebook Fundraiser

Facebook is a strong social media platform to use to for fundraising for a registered 501(c)(3) nonprofit organizations that aids in donation solicitation. However, your organization must be signed up for Facebook Payments to allow people to donate directly through Facebook.

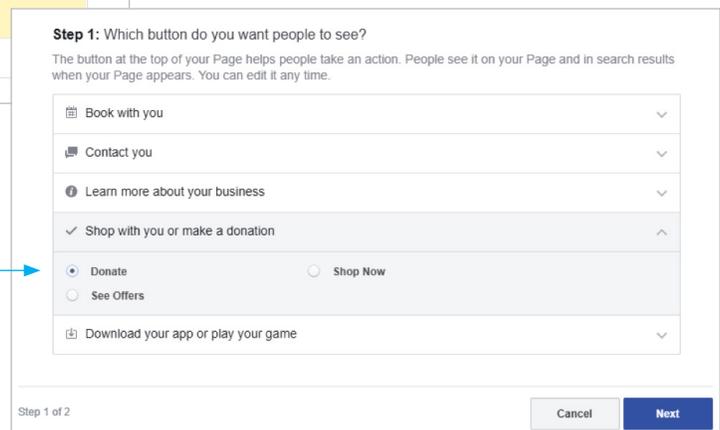
We've detailed three ways to leverage Facebook for fundraising.

Option 1: Adding a Donate Button to Your Facebook Page:

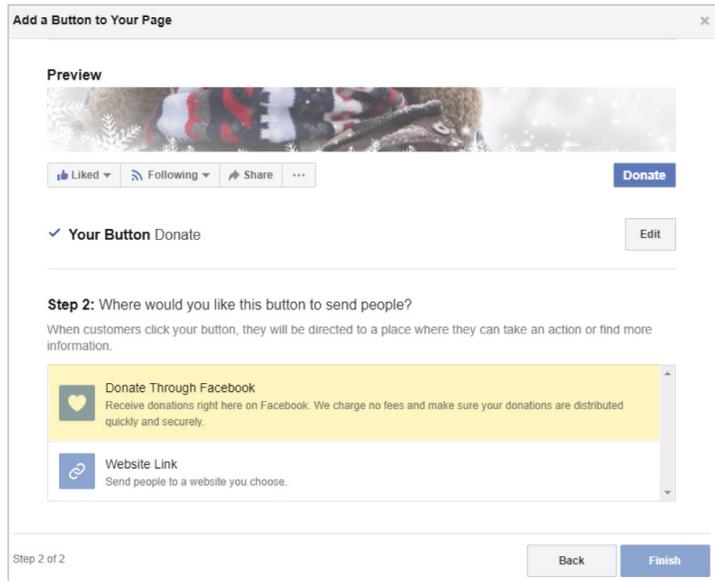
1. Go to your organization's Facebook page (you must be logged in as a page administration).
2. Click **Add a Button**. If you've already added a button, click the Edit button and select **Edit Button** to change the text.



3. Select **Shop with you or make a donation** > then select **Donate** and then click **Next**.

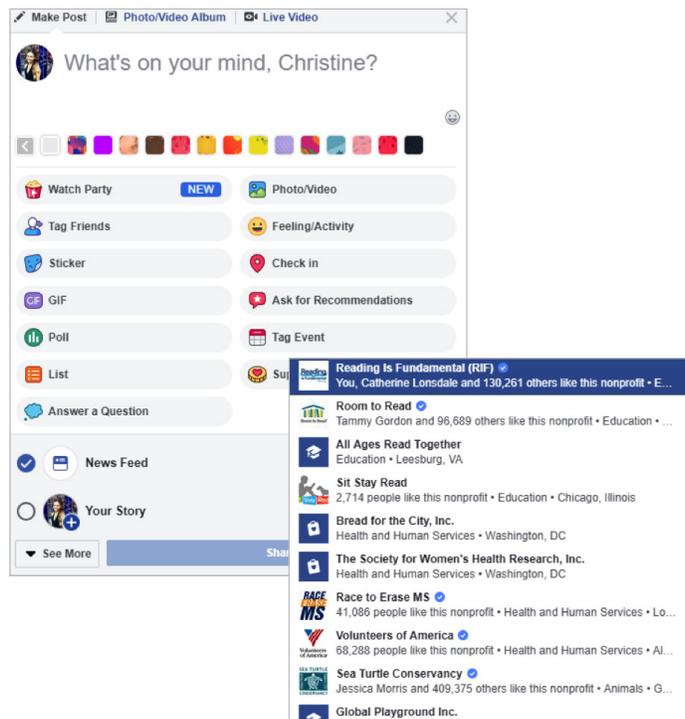


4. Select **Donate Through Facebook** to allow people to donate directly through Facebook or **Website Link** (if your organization accepts donations on your website).
5. If you select **Donate Through Facebook**, click **Finish**. If you select **Website Link**, enter the web address and click **Save**.

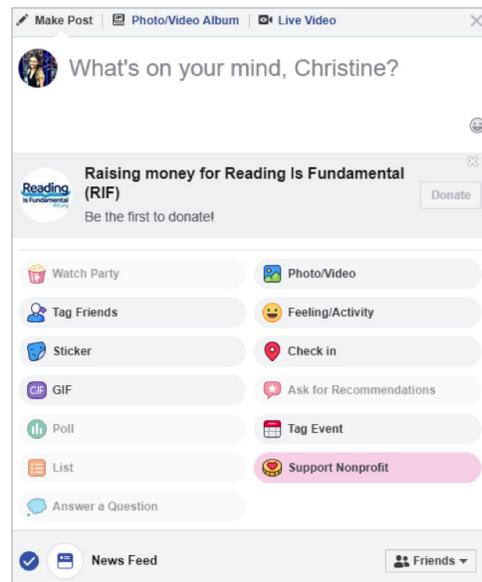


Option 2: Adding a Donate Button to Your Organization's Posts:

1. To add a donate button to a post, click **What's on your mind?** on the News Feed or timeline.
2. Tag your organization and click **Post** and then click **Add Button** to confirm that you want to add a donate button.



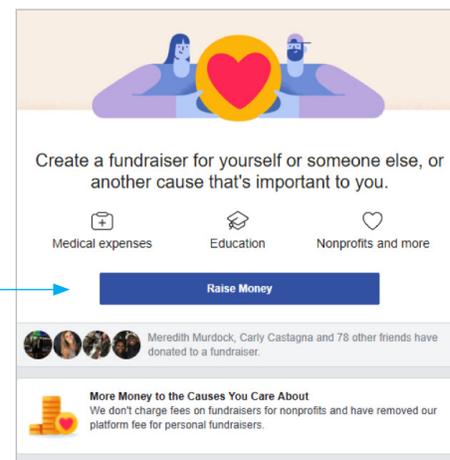
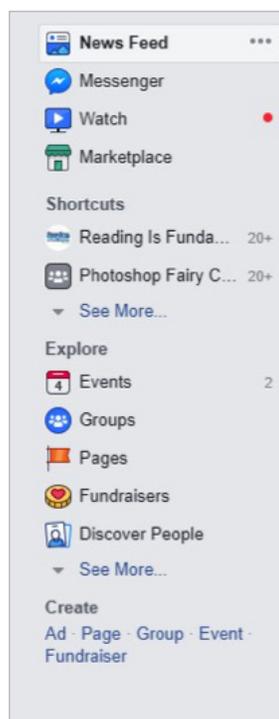
3. Click 😊 **Feeling/Activity** and scroll down to click **Supporting**. Select your organization, click **Post** and then click **Add Button** to confirm that you want to add the donate button to your post.



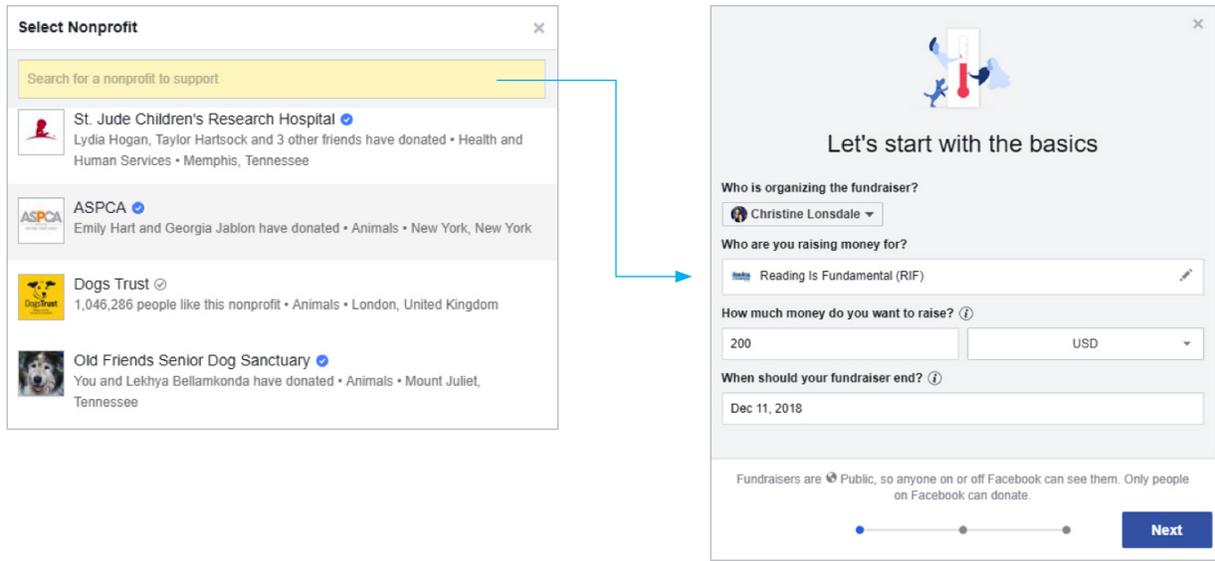
Option 3: Creating a Facebook Fundraiser:

To create a fundraiser for a charitable organization [click here](#) or follow these steps:

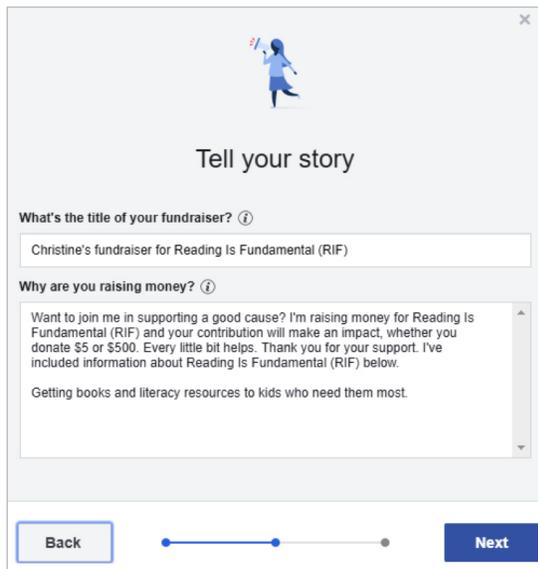
1. Click **Fundraisers** in the left menu of your News Feed.
2. Click **Raise Money**.



3. Select **Nonprofit/Charity**. You can do this by typing your organization'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.



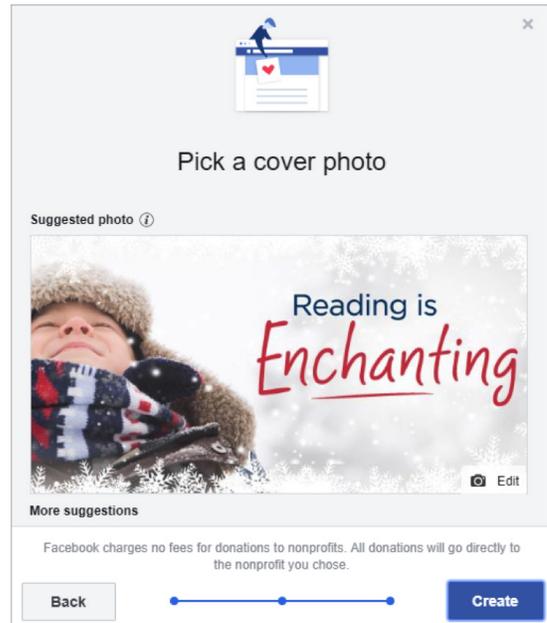
5. Tell your story. Explain to your constituents why they should donate to your cause and where their funds will go.



6. Select a cover photo for your fundraiser.
This should be a strong visual representation of your mission and, if possible, it should also represent the purpose of your fundraiser (seasonal, funding for a specific project, etc.).

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

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



Crowdfunding

Crowdfunding is an online method of raising money for a personal cause or charitable organization through the collective effort of friends, family, customers, and individual investors. This approach taps into the shared power of individuals and communities to work together for the greater good. Crowdfunding via the internet can reach a diverse audience because it can be shared easily via social media. **As you plan for crowdfunding, remember that all online platforms charge some kind of fee for use which is usually a percentage of the donations received.**

Tips for a successful crowdfunding campaign:

- Choose the platform that fits your cause (each platform is different so do your research to find the right one for your needs).
- Establish and communicate a clear fundraising goal.
- Be specific about what you will be using the funds for (for example, for creating a library or distributing 2 books to every student in a school).

- Seed your campaign: reach out to community members and supporters of your cause, long-time donors, potential new donors, and board members to contribute at the start of the campaign so you can have a successful kickoff.
- Rally the troops: enlist everyone in your circles to help spread the word and don't be shy.
- Refrain from running more than one crowdfunding campaign a year. Be selective when using this platform (don't use for every fundraiser as too many crowdfunding requests will dilute your results).

Pros of Crowdfunding

- Low risk
- Increased exposure as you tap into a larger audience
- Technology is easy to setup
- Community makes it fun
- Leverages small donations
- Social media loves crowdfunding campaigns

Cons of Crowdfunding

- Time investment
- Financial investment for platform fees
- Need to market your fundraiser
- Risk of failure - this will be public if you do not meet your goal
- Risk other users copycatting your idea
- Low level of flexibility once the fundraiser is launched

Examples of Crowdfunding Platforms

Platform	Price	Features	Success Stories
Fundraise.com	<p>Fundraise.com fee: 4.5%</p> <p>Credit card fee: 2.9% + \$0.30</p>	<ul style="list-style-type: none"> • Fundraising model: keep whatever you raise – don't have to reach goal to receive money • No expiration date required – although donations can still be made if one is set if the page is still accessible • Types of fundraising: Event fundraising, Ticket sales, Recurring donations, Corporate challenges, Pledging, and Social fundraising • Reporting and analytics • Embedded donate form • Email center- send & receive as well as track resulting donations • Audience: publicize page through social media 	<ul style="list-style-type: none"> • Life is Good Kids Foundation - \$1.1 million • Ronald McDonald House Charities – over \$900,000 • Brewster Academy raised over \$800,000
Chuffed	<p>Credit card fee: \$0.30 + 2.9%</p>	<ul style="list-style-type: none"> • Fundraising model: keep what you get • Login-free donations • Mobile-friendly • Team crowdfunding • 100% of donation goes to nonprofit • Donor pays payment processing fees 	

Examples of Crowdfunding Platforms (continued)

Platform	Price	Features	Success Stories
GoFundMe	<p>GoFundMe Platform: 5% per donations</p> <p>Credit card: 2.9% + \$0.30 per donation</p>	<ul style="list-style-type: none"> • Fundraising model: keep every donation received • Need to be on the GoFundMe Certified Charity list – through PayPal Giving Fund (RIF is already on the list) • No deadlines or goal requirements • No penalties for missing goal • Mobile-friendly • Customized fundraising website with option to embed in organization's existing website/blog • Can add offline donations to campaign • Data exports available • Can capture donors' mailing addresses • Audience: campaign will appear in GoFundMe's Public Search Directory 	<ul style="list-style-type: none"> • Save the Children East Africa raised over \$1 million in their 2012 campaign • Help South Greenville Elementary! campaign raised over \$92,000 in seven months with a goal of \$25,000 (received recognition from Ellen DeGeneres)
FundRazr	5% FundRazr fee plus 2.9% + \$0.30 per transaction	<ul style="list-style-type: none"> • Fundraising model: Keep It All or All Or Nothing options for donations – no fees/penalties either way • For charity-driven fundraising, user must be an Authorized Officer of the organization or needs to submit a Letter of Subordination to raise money on behalf of RIF • No limit on how long each campaign runs • Use social media to push out campaign 	

Examples of Crowdfunding Platforms (continued)

Platform	Price	Features	Success Stories
Generosity by Indiegogo	No platform fee, only credit card fee of 3% + \$0.30 per donation	<ul style="list-style-type: none"> • Quick and easy to design • Social medial toolkit to spread the word • Provide resources to reach more people • Fundraising model: still receive donations if you don't meet your goal • They often feature projects to showcase the wide range of fundraisers in their community, but it's at their editorial discretion 	<ul style="list-style-type: none"> • Learning Equality – raised over \$509,000 for Kolibri, a free offline app for universal education (over 200% more than their goal)
JustGiving	5% fee + 2.9% transaction fee	<ul style="list-style-type: none"> • Promotes your campaign to the 22 million users in their community • Can create your own Donate Button to have on website • Fundraising and Campaign pages • Branding customization • Reporting and insights • Memorial fundraising 	<ul style="list-style-type: none"> • 22 million users in 160+ countries • \$4.5 billion raised so far • 25,78 charities worldwide
Fundly	4.9% platform fee + 2.9% credit card processing fee + \$0.30 per transaction	<ul style="list-style-type: none"> • Mobile app to manage campaign • Campaign also designed to look great on mobile • Import contacts and customize email templates • No minimum amount to raise • Payments are processed and withdrawn in 24-48 hours of the donation 	<ul style="list-style-type: none"> • Promotes your campaign to the 22 million users in their community

Note: RIF does not endorse any particular platform. All platforms listed are for informational purposes only.

IV. SAMPLE MESSAGES AND FUNDRAISING TEMPLATES

This section contains a number of customizable templates to support your fundraising efforts.

Sample Messaging for Communications

For General RIF Program Fundraising

Join us as we raise \$1,200 to purchase 300 books to add to our school's library. Help get our local children on a path toward a love of reading and a lifetime of opportunity.

For National Reading Month Challenge (March)

Join us March 1 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 \$3 raised will help us provide another child with a book to take home and own.

For a Community Event Fundraiser

(these work for business-based event fundraisers)

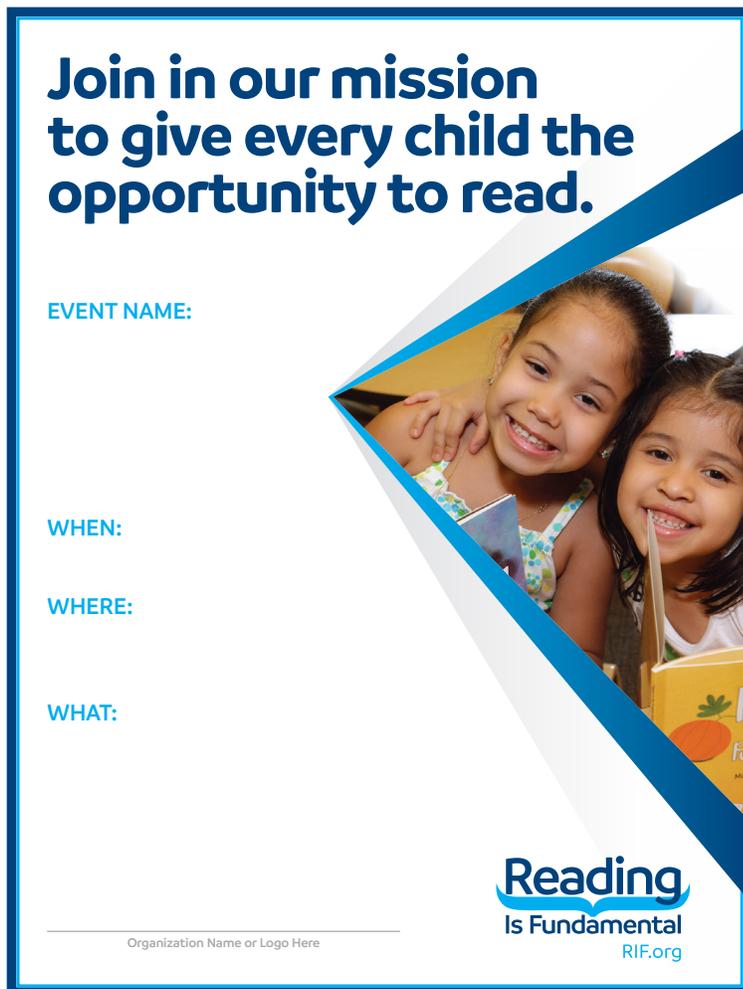
What are you up to this Saturday? Join us at Panera on Main St from 6-8pm to benefit our Reading Is Fundamental program! 10% of your purchase will support children's literacy #readingisfundamental

Tacos and a good cause, what could be better? Stop by Chipotle at Oak Mall tonight to benefit our Reading Is Fundamental program. #readingisfundamental.

Event Promotion Flyer

The following event promotion flyer example has been created for your organization to easily download, customize and print as needed.

- Download the flyer template here: [RIF.org/literacy-network](https://www.rif.org/literacy-network)
There are six templates to choose from in both PDF or Word documents
- Customize with the event name and information. Add organization name or logo at the bottom
- Recommended print size: 8.5” x 11”



Fundraising Event Letter

<Date>

<Your Name>

<Your Organization's Name>

<Street>

<City, State Zip>

Dear <Name>,

Do you remember your favorite book from childhood? Have a special memory of stories being read to you at night? Early reading experiences can change a child's life and helping kids build literacy skills can be one of the most important things we do to inspire lifelong learners. Join us to raise money to support children's literacy in our community.

Alternative first paragraph: In the U.S., 25 million children cannot read proficiently. Some children do not have access to books in their home or would benefit from having additional resources in school. The nation is facing a literacy crisis and we are hoping to contribute to the solution right here in our own community. Join us to raise money for this important cause.

<Your Organization Name> is holding <Event Name> to raise money to bring a Reading Is Fundamental program to our <school, library, community>. The money we raise will go to <identify the specific program(s) and what it offers>. We are so excited to bring the community together to work to get books and literacy materials into the hands of children who need them.

We hope you'll join us for our fundraiser <details as appropriate when, where, time>.

Reading Is Fundamental, the nation's leading voice for children's literacy, provides opportunities for children select books to own, offers free online resources to support popular book titles, and works with communities across the country like ours to solve the nation's literacy crisis.

<Insert a paragraph about your organization here.>

Thank you for helping children develop a passion for reading!

Sincerely,

<Signature>

Donation Solicitation Letter

<Date>

<Your Name>

<Your Organization's Name>

<Street>

<City, State Zip>

Dear <Name>,

<Insert name of your organization> is partnering with Reading Is Fundamental, the largest children's literacy nonprofit in the U.S. to raise money for <describe your local reading program. **Note:** *If you can provide a specific success story and describe what your program does, who benefits, and how. Local impact numbers help paint a picture for funders.*>

We are dedicated to continuing this work to ensure that all children have access to books they can keep and literacy resources that will help them learn to love reading and help them on the path to success. You can help. Please consider donating to <your organization name>, where your contribution will support our work to inspire kids. <Insert specific information about how you'll apply the donations, if there is a specific project, school, group, etc.>

You may donate <insert the ways you will accept donations, including online, by phone, by check, or by text. Include addresses, numbers, etc. here.>

If you're interested in getting more involved, <include information about upcoming events, your mailing list, volunteer opportunities, and ways to contact you.>

Thank you in advance for your contribution.

<Signature>

Thank You Letter for Volunteers

<Date>

<Your Name>

<Your Organization's Name>

<Street>

<City, State Zip>

Dear <Name>,

Thank you so much for volunteering with us at <Fundraising Event Name>. Your efforts helped us <main achievement of event – total money raised, people reached, etc.> We hope you had a great time, too!

We are thrilled to be able to provide books for children who need them and inspire a lifelong love of reading. It's wonderful to see the whole community come together for kids and we were so happy to have you as a part of it.

We really value your generous donation of your time and talent and hope to work with you at a future event. If you are interested in ongoing volunteer opportunities, please <provide information about getting in touch, getting on a mailing list, etc.>

With sincere thanks,

<Signature>

Thank You Letter for Donations

<Date>

<Your Name>

<Your Organization's Name>

<Street>

<City, State Zip>

Dear <Name>,

Thank you so much for contributing to <your organization or a specific event, if applicable>. Your donation will help us partner with Reading Is Fundamental to <main achievement of project – total money raised, people reached, etc.>

We are thrilled to be able to provide books for children who need them and inspire a lifelong love of reading. It's wonderful to see the whole community come together for children and we are appreciative of your support.

You have helped many children with your generous donation. If you are interested in staying up-to-date with us and following our work, please <provide information about getting in touch, getting on a mailing list, etc.>

With sincere thanks,

<Signature>

Business Outreach Powerpoint

This PowerPoint presentation example has been created for your organization to easily download, customize and use as needed for your outreach to companies or other formal presentations.

- Download
- Add your organization's name and logo
- Provide information specific to your event or fundraising initiative and local organization



V. LITERACY-MINDED COMMUNITY ORGANIZATIONS

RIF partners with a variety of service organizations to drive our literacy impact. Through national partnerships as well as work with grassroots service organizations, RIF and its local program sites receive volunteer and fundraising support to make our work possible.

Below is a list of literacy-minded, youth-serving and civic organizations that you may want to consider contacting to support your local fundraising efforts. The organizations that RIF has a national partnership with are starred.

4-H

Community development program targeting young people. Local councils conduct programming and informational services in the areas of leadership training and education. www.4-h.org

American Association of University Women

Membership organization dedicated to the advancement of women. Local groups sponsor community-based projects with a focus on lifelong learning. www.aauw.org

Alpha Chi*

Alpha Chi National College Honor Society is an American collegiate honor society recognizing achievements in general scholarship. alphachihonor.org

Alpha Delta Kappa

Honorary education sorority that sponsors grants and international education programs. www.alphadeltakappa.org

Alpha Kappa Alpha (AKA)

Public service sorority of African-American women which focuses its efforts on community projects in education, leadership and employment. If your project is located near a college or university, call the school's public information or Greek office number to find out if there is an AKA chapter. www.aka1908.com

Altrusa International, Inc.

Professional membership organization that designs and implements community service projects in the areas of literacy, vocational training, and international understanding. www.altrusa.com

American Legion

Membership organization of honorably discharged veterans that sponsors projects focusing on education, children's services, veterans' affairs and rehabilitation, national security and foreign relations. www.legion.org

Association of Junior Leagues International, Inc.

Organization of women's service clubs whose members promote community projects and volunteerism in the areas of education, leadership, health, children's and women's issues, conservation and historical preservation. Connect with your local League to explore their literacy interest. www.ajli.org

Boosters Clubs

Promotes amateur sports and physical education at all levels throughout the U.S. Many local clubs in K-12 schools use proceeds from sports concession stands to support the school's RIF project. If your program is in a school, check with your principal.

Boys & Girls Clubs of America

A congressionally chartered national organization of clubs serving young people. Local clubs focus programs on health, social and education issues, usually in urban settings and may be open to supporting RIF programming for their children. www.bgca.org

Delta Kappa Gamma Society International

Honorary women's education society that promotes education. www.deltakappagamma.org

Delta Sigma Theta

Public service sorority of African-American women that helps establish community projects to promote education, leadership and employment. www.deltasigmatheta.org

Future Business Leaders of America

An American career and technical student organization that primarily helps students transition to the business world. As one of the largest student-run organizations in the U.S., local chapters take on philanthropy projects that may align to your RIF programming. www.fbla-pbl.org

Gen2Gen*

Generation to Generation (Gen2Gen) is Encore.org's campaign to mobilize 1 million adults 50+ to stand up for — and with — young people. www.generationtogeneration.org/about-us

Kappa Kappa Gamma*

A collegiate sorority that has a deep commitment to service to others and children's literacy. In 2004, they began a national philanthropy program with RIF and connecting with the local collegiate chapter or alumnae association is a great way to drive literacy impact for your RIF program. www.kappakappagamma.org

Kiwanis Clubs International

Membership organization of business and professional individuals. Local clubs support community-based programs in health, education and international understanding. www.kiwanis.org

Lions Clubs International

Membership service organization dedicated to community service. Local clubs focus attention on environmental, social and health issues. www.lionsclubs.org

National Association of Junior Auxiliaries

Women's service club organization dedicated to promoting responsible leadership through community-based projects. Areas of concentration include education, social services, and historic preservation. www.najanet.org

National Parent Teacher Association (PTA)*

Membership organization of local associations of parents, teachers, students, administrators and other members of the community. Local groups seek to strengthen the home-school-community link on behalf of young people and often raise funds for the school's RIF program. www.pta.org

National Urban League, Inc.

Community service agency that draws from a variety of groups and organizations representing a cross section of the community. Local groups develop and implement community-based projects in the areas of education, health, social welfare, housing and employment. www.nul.org

Phi Beta Sigma

Social service and cultural sorority of business and professional women that operates a variety of community-based charitable programs. www.pbs1914.org

Rotary International

International membership organization of business and professional executives that undertakes community development programs focusing on education, health and international understanding. www.rotary.org

Ruritan National Foundation

Membership community service organization dedicated to creating better understanding between rural and urban people. Local clubs work with young people in schools and colleges and sponsor community programs for the mentally handicapped. www.ruritan.org

United Methodist Women's Clubs

Women's church organization dedicated to community service. Member clubs sponsor a variety of social service projects and charitable causes. www.gbqm-umc.org/umw

YMCA, YWCA, YWHA

Network of organizations whose local chapters provide a variety of social services to the community. These include education, health and recreational programs. www.ymca.net

