



Campaign FUN-raisers Kit





Dear Team Read FUN-raiser:

Thank you for volunteering to be a FUN-raiser during Team Read's virtual spring benefit: ***Team Read Rocks! An After School FUNdraising Event***. We are honored by your enthusiasm and commitment to helping make our largest fundraising campaign of the year a success. The enclosed materials have been carefully prepared to help organize your process and assist you in being a successful FUN-raiser!

This year's benefit will kick off with a peer-to-peer fundraising campaign, leading up to our virtual event which will be hosted online via YouTube and Facebook Live on **Thursday, March 4, 2021 at 4pm**. We will celebrate and explore the unique relationships between our student readers and teen coaches and share some of their experiences with virtual tutoring this year. We plan to mail an event packet to registered guests ahead of the event, including a Save the Date postcard, one-page overview of Team Read, and bookmark.

Please read through these materials carefully, noting the dates in the timeline on page 3 on your calendar. As you confirm guests, please make sure they are registered through the RSVP link, which will go live in mid-February. The deadline for registration is February 24th to allow us time to mail out event packets.

Can your employer help with sponsorship? Do you know local business owners? Event Sponsors have the opportunity to promote their business and receive acknowledgement among our active Team Read community. Levels start at \$500. Please see our [2021 Sponsorship Opportunities document](#) and contact Kristin at kristin@teamread.org or 206.252.0136 to learn more.

Thank you for helping to make this a great online event and for supporting Team Read!

Donna Lou, Ingrid Stegemoeller, and Seana Hayden
Fundraising and Communications Committee Chairs

FUN-raisers Timeline and Checklist

- Now
- Create your guest list.** Use the [Guest Brainstorming Worksheet](#) to get started.
 - Start letting guests know about the event.** Use the Save the Date
 - Begin planning your Peer-to-Peer Fundraising Page** (gather profile pic, your WHY, etc)
- Early February
- Create your Peer-to-Peer Fundraising Page.** [See tips](#) from our partner, Synchronicity. Plan to **attend the tutorial on February 5th at 4pm.** Set a goal for fundraising.
- February 18
- Peer-to Peer-Campaigns begin!** Share your P2P fundraising page far and wide and invite guests to the March event! Registration link coming soon.
- February 24th
- Registration deadline.** All guests must be registered through the RSVP link by this date so that we have time to mail them an event packet ahead of March 4th.
- March 4
- Consider organizing a separate, private online meeting for your guests just prior to the event.** Some groups may enjoy meeting up at 3:30pm or 3:45pm via Zoom or another platform to catch up prior to the program. You can then post the event link in chat and everyone can join the event at the same time (by 4pm!). Make a snack together!
 - During the program: 4 - 5pm.** Greet your guests in chat as they arrive. Guests will be encouraged/reminded to make a gift throughout the event, with opportunities for matching.
 - After the program:** Board and staff call and thank attendees (likely on following day).



About Team Read

Team Read's model is unique, local, and proven to be effective: the power is in the pair

Team Read pairs trained teen reading coaches with 2nd-3rd grade students (and 4th grade where available) who are reading at least one year below grade level proficiency. The connection between these near-peers has dual impact, transforming coaches into leaders and readers into joyful learners. Team Read partners with Seattle and Highline Public Schools, The Seattle Public Library, and the Seattle Department of Education and Early Learning to offer tutoring sessions twice a week.

Students learn to read so they can read to learn

Students who are not reading at grade level by 3rd grade are four times more likely to drop out of high school, creating an opportunity gap that makes it increasingly challenging for those kids to succeed academically, stay in school, prepare for and succeed in college, and access careers in an increasingly competitive and highly-skilled economy. Team Read helps students:

- Build fluency and confidence in reading
- Strengthen foundational skills
- Gain vocabulary
- Develop reading comprehension

Teens develop leadership and career skills through meaningful paid tutoring jobs

Investing in youth isn't just how we deliver our mission; it's core to our mission. Team Read empowers teens with what for many is a substantive, first work experience and creates opportunities for intangible and tangible benefits in the process: earn community service hours, explore a career option, and learn patience, empathy, self-confidence, and leadership skills.

Team Read Continues to Bring Our Powerful Pairs Together Online!

Last summer, Team Read piloted a virtual tutoring program in partnership with Seattle and Highline Public Schools, serving more than 140 young readers and teen coaches. Reading pairs and staff quickly adapted to the online format. Our coaches were excited to do their part to accommodate change and keep readers reading, while helping us land a successful approach. In light of ongoing school closures, Team Read is committed to delivering the program remotely during the 2020-2021 school year, supporting more than 350 student readers and employing 175 teen coaches in Seattle and Highline School Districts.

Where We're Headed

Over the next three years, we will continue to deepen and expand our impact locally, focusing on three strategic priority areas:

- **Program Growth** that is smart, deliberate, and founded in partnership with other educational stakeholders.
- **Racial Equity as a Driver** as we move toward becoming an active force for equity.
- **Organizational Strength** that puts us on the path toward a robust and resilient future.



“At the end of the year, you truly feel accomplished knowing that you made an impact on your student that helped them become a better reader.”

Table Captain FAQs

What is the best way to promote my peer-to-peer page and to ask someone to attend the virtual FUNdraiser?

A personal phone call or email is usually the best way. Tell your potential guests about the work of Team Read and how it has impacted you—**make it personal**. Emphasize that your guests will be changing lives/making a difference by donating to your page and by attending this event and supporting Team Read. When they say YES follow up immediately with a calendar invitation. You can also promote your peer-to-peer page on social media! See additional [tips from Synchronicity](#).

How many guests should I aim to invite?

Since our event will be hosted online this year, we can accommodate a large number of guests and are not restricted by table and room size. We recommend inviting 15-20 people or more, keeping in mind that we aren't limited by geography or lunchtime availability this year. Consider asking people from different areas of your life—business associates, friends, relatives, neighbors, social club/church friends—people who care about literacy, children and youth development. Use our [Guest Brainstorming Worksheet](#) to help you make your guest list.

Do you have any examples of peer-to-peer fundraising campaigns?

Yes! Check out these examples: [CD Forum](#) and [Operation Nightwatch](#).

What if someone cannot attend but they would still like to make a donation?

Tell them YES! Donations can be made online at your peer-to-peer fundraising page OR on [Team Read's campaign page](#). Donors can also send a check to Team Read, P.O. Box 94042, Seattle 98124.

How much will my guests be asked to donate to Team Read?

There is no cost to attend the online event. Thanks to the generosity of a group of Team Read supporters, we will announce opportunities for donors to have their gifts matched at the event. Consider offering your own match on your peer-to-peer fundraising page!

What is my deadline for recruiting guests?

Please plan to share your peer-to-peer fundraising page and invite guests to the March 4th event when our campaign kicks off in mid-February. All guests must be registered through the registration link by February 24th so that we have time to mail the event packet. Kristin will confirm all guests with Campaign FUN-raisers after that deadline to ensure everyone is registered.

What do I need to do on the day-of the event?

Greet your guests in chat as you see them join the event online. Consider setting up a private group text on your phone to share excitement during the program.

What do I need to do after the event?

We will keep the P2P Fundraising Campaigns up for a few days following the event for any last-minute additions. Kristin will create thank you letters for all donations and send an email announcing the total amount raised, with links to the program videos. Campaign FUN-raisers are encouraged to follow up with their guests after the event with a personalized thank you. There will be several opportunities during the following weeks for you to share with your guests the impact of their donation, including stories about our reading pairs, program evaluation highlights, and more.

Sample Email -- Please personalize the red text

Dear **NAME**,

As you know, I am on the board of [Team Read](#) (**CUSTOMIZE THIS WITH YOUR CONNECTION TO THE PROGRAM**) - an amazing organization that pairs emerging 2nd-4th grade readers with trained teen reading coaches for one-on-one tutoring after school and during the summer.

Team Read's virtual spring benefit, ***Team Read Rocks! An After School FUNdraising Event*** is kicking off this week and I've created a fundraising page at (**insert link to your P2P page!**). We are also hosting a celebration of the program and of our young readers and teen coaches on **Thursday, March 4, 2021 at 4pm**. We will be raising funds for the 2021-2022 program year, supporting hundreds of kids and teens in our community. There is no suggested minimum donation this year and donors will have the opportunity to **increase their impact through an exciting match** provided by Team Read board members and long-time supporters.

Will you be able to join us at our virtual event this year? **Please let me know by February 22nd**. If you are unable to attend but would still like to contribute, you are welcome to do so online at (**insert link to your P2P page!**).

Thank you for supporting Team Read and our belief that every child deserves to be a great reader!

Sample Follow-Up Email (Reply is No)

I'm sorry you won't be able to join us. If you would still like to make a donation on behalf of Team Read, you can make a contribution on my fundraising page (**insert link!**). And if you'd like to see our Powerful Pairs in action, I will follow-up with some opportunities when we can do a site visit together, whether virtual or potentially in person later this year. Thank you so much for supporting Team Read's work!

Sample Phone Speaking Points

- Team Read supports 2nd-4th grade students who are reading at least one year below grade level proficiency. We recruit, hire and train teen reading coaches from nearby middle and high schools, pairing them with the young students for 1-on-1 tutoring after school and during the summer. *See "About Team Read" on page 3 for more info*
- Team Read propels young students to become inspired, joyful readers and teens to become impactful leaders. Our dual-impact model connects young, emergent learners to teen reading coaches from similar backgrounds and experience, many of whom are students of color. We're growing equity in the Seattle and Highline school systems with powerful results: 70% of young readers advance more than one grade level in a year, teen coaches get paid for meaningful work and help build stronger communities for all. *See the Team Read Message Framework for additional talking points*