



WELCOME TO GROW A READER 2020!

swhd.org/GAR

Thank you for being a partner of this year's Grow a Reader virtual book drive and joining Southwest Human Development's mission to strengthen the foundation Arizona's children need for a great start in life. We know that a child's early experiences have the greatest impact on their future learning, health and development. One key component of those experiences is access to books and early literacy coaching. Many people don't know that nearly 2 out of 3 children in low-income communities don't have a single children's book to call their own. You can help us change that. **By participating in Southwest Human Development's Grow A Reader virtual book drive, you're planting the seed to help a child develop a lifelong love for reading. You are more than an early literacy advocate, you are a life changer.**

YOUR VIRTUAL BOOK DRIVE TOOLKIT | What's included?

The first step to running a successful virtual drive is conversation. Let's talk about literacy! All through the month, we encourage you to liven up your virtual work space and social media presence while talking about literacy and books. In the electronic folders, you'll find everything you need to involve your teams and constituents and activate a fun, engaging month-long campaign, including:

- **EMAIL TEMPLATES | Weekly Implementation**
Because who wants to spend time writing another email, right? In this folder, find suggested language for promoting the campaign each week. Copy and paste the entire document or pick and choose what you'd like to include.
- **SOCIAL MEDIA | Graphics and Copy**
Because what good is doing something without sharing it? Find pre-made graphics for easy social media posting about the campaign on Facebook, Twitter, Instagram and LinkedIn.
- **BOOK BACKGROUNDS | Virtual Meeting Enhancement**
Because any meeting could use a little jazzing up. Use one of our pre-made backgrounds for your Zoom meeting. Backgrounds utilize images from popular children's books and share the link to donate to the campaign. It's a great conversation piece, and a great way to get the word out about the campaign! Instructions and uploadable backgrounds are located in the Book Backgrounds folder.

- **VIRTUAL CONTESTS | Team Competitions**

Because at the end of the day, we're all a little competitive. There are lots of fun ways to keep the conversation going about literacy among your team. Post a contest on your intranet or email to your colleagues working remotely and watch the entertaining submissions come in. Find all the tools you need to complete various contests in the Virtual Contests folder.

- **ICE BREAKERS | Team Builders**

Looking for a new way to open your meeting? From dressing up like your favorite story character to sharing a favorite book quote, these options are a fun way to engage the team in a new way and to talk about the virtual book drive.

ADDITIONAL PROMOTION EVENT | Virtual Trivia Tournament

During the week of May 18th, we'll be hosting a nightly virtual trivia tournament on Zoom, which will culminate in a tournament of champions on Saturday, May 23rd. Sponsored by Whataburger and Safeway, we'll be promoting this contest to all partners and the general public to raise more money and awareness about Grow A Reader. Questions will be general trivia with some literacy-themed questions throughout each night. A donation of as little as \$1 or as much as you want to give will provide entry into the one-hour competition. The top 2 contestants each night will be eligible to compete in the championship on Saturday. Winner of the championship will receive a \$100 Safeway gift card. Contestants must register at www.swhd.org/trivia. There are 15 slots available per night.

CALENDAR OF EVENTS | Important Dates

Week of April 27:	Generate excitement! Send first email to team gearing up for drive. Stoke their competitive spirit by setting a fundraising goal and sharing incentives.
Week of May 4:	Grow a Reader kicks off
Weeks of May 11 & 18:	Weekly emails; Southwest Human Development shout outs to partners on social media; Online trivia tournament
Week of May 25:	Current totals shared with partner; Final push to reach goal
Week of June 1:	Thank you and recognition of achievements

INCENTIVES | Recognizing Group Achievements

If your group raises at least \$1500 during the campaign month, Southwest Human Development will offer a free **Reading Buddies Volunteer Experience** for up to 20 people. Participants will receive all supplies to choose an animal, fill it with stuffing, create a birth certificate, and decorate its traveling case and a "passport" where they will write a letter from the animal to the child. Reading Buddies can be shipped to one location or to each participant for a virtual experience. These huggable stuffed animals will be shared with children in our literacy programs as a friend with whom they can practice their reading skills.

If your group raises at least \$3000 during the campaign month, in addition to the above option, Southwest Human Development will offer a free **Little Free Library Build Experience** for up to 30 people. Experience will include all materials and supplies to build and decorate 3 libraries as well as staff to guide your team through the exercise and placement in a community where books are most needed.

If your group raises at least \$5000 during the campaign month, in addition to the above options, Southwest Human Development will offer a **free dinner and hosted virtual trivia** night for up to 50 people. Dinner will be provided in the form of \$20 Grub Hub gift cards, and 1-hour trivia contest will take place at agreed dates and times.

DOUBLE YOUR IMPACT | Company Match

The easiest way to increase your impact is to challenge your boss or your company to match donations that are raised by the team. Recruit a senior leader to champion the drive and get corporate support to go along with your team's generosity.

QUESTIONS? | Drive Contact

For questions, comments or inquiry about your group's current totals:

Annette Sutfin
Senior Manager, Philanthropic Experiences
asutfin@swhd.org
(847)366-4034