



WELCOME TO GROW A READER 2021!

swhd.org/GAR

Thank you for being a partner of this year's Grow a Reader virtual book drive and taking the first step in helping us raise 10,000 books to grow young readers in our community! **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.
- **NEWSLETTER ARTICLE | Easy-to-Use Content**
Because life is easier when it's copy and paste. Share our newsletter template with your marketing team for internal or external sharing about the campaign.
- **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.

CALENDAR OF EVENTS | Important Dates

Week of April 26:	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 3:	Grow a Reader kicks off
Weeks of May 10 & 17:	Weekly emails; Southwest Human Development shout outs to partners on social media
Week of May 24:	Current totals shared; Final push to reach goal
Week of May 31:	Thank you and recognition of achievements

INCENTIVES | Recognizing Group Achievements

For every \$1000 your group raises, you will be eligible for one of the following team building experiences:

A Little Free Library Build for up to 10 people: Experience will include all materials and supplies to build and decorate one Library as well as staff to guide your team through the exercise and placement in a community where books are most needed.

OR

A Reading Buddies Volunteer Experience for up to 15 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 done in-person at our site or yours, or as 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.

Raise \$2000 and get one of each or two of either! Raise \$3000 to build 3 Little Free Libraries or 45 Reading Buddies! Raise \$4000... well, you get the point.

Both of these opportunities can be completed in-person or virtually – and we'll customize your experience to your team.

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:

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