

GROW A READER

Thank you for being a Grow A Reader Literacy Champion!

Thank you for joining us to promote early literacy for the small children in our programs! By participating, 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 TOOLKIT | What's included?

The first step to running a successful experience is conversation. Let's talk about books and young readers! All through the month, we encourage you to liven up your (virtual) work space and social media presence while talking about early literacy and the importance of books for babies. In the electronic folders, you'll find everything you need to involve your colleagues, friends and family in this fun campaign, including:

EMAIL TEMPLATES | Weekly Implementation

Because who wants to spend time writing another email, right? Each week I'll send you a new email to use with your team, friends, and family. Copy and paste the entire document or pick and choose what you'd like to include.

BOOK BACKGROUNDS | Virtual Meeting Enhancement

Because any meeting could use a little jazzing up. Use one of our pre-made backgrounds for your virtual meetings. It's a great conversation piece, and a great way to get the word out about the campaign!

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.

SHAREABLE CONTENT | Easy-to-Use Information

Because life is easier when it's copy and paste. Share our newsletter template, literacy statistics and literacy related graphics with your marketing team for internal or external sharing about the campaign.

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.

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.

CALENDAR OF EVENTS | Important Dates

April 30, 2022:	Grow A Reader Event at Bookman's Phoenix (Tabling and activity for kids)
Week of May 2:	The 2022 Grow A Reader Campaign kicks off. Generate excitement! Send the first email gearing up for campaign. Set a fundraising goal to help you succeed.
Weeks of May 9 & 16:	Weekly emails. Watch Southwest Human Development social media for fun shout-outs to our partners.
May 21, 2022:	Pop-Up Read-a-Thon at Bookman's (11a.m.-1p.m.) Sign up for a reading slot at www.swhd.org/readathon
Weeks of May 23 & 30:	Weekly emails. Current totals shared; final push to meet goal.
June 3, 2022:	Breakfast of Champions to say thanks and recognize achievements. Invitation will be sent soon.

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.

TIPS FOR SUCCESS | Things to Remember

- Think about your "why" and share it! People are more likely to support a cause that impacts them. As a Literacy Champion, you know why books for kids matter. Tell people.
- The best way to have success is by touchpoints. The more people hear about the campaign, the more likely they are to donate. Send an email, write a letter, tell someone verbally, post on social media... then do it again later in the month too!
- Be sure to remind your donors to mention your name when they donate.

QUESTIONS? | Southwest Human Development Contact

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

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