



HOSTING A FUNDRAISER

Thank you so much for starting a fundraiser on behalf of Madison Reading Project. Your support will help us reach thousands of children and youth through our literacy enrichment and book giving programs.

Now that you've created your personal fundraising page, we'd like to share some information with you to help make your fundraiser as successful as possible.

Your Fundraising Page

- Upon completion of the donation form, you will receive a donation form link to the email you provided. You will need this link to share your fundraiser.
- Before you share your fundraiser, take a look at your fundraising page and make sure all of the information is accurate.
 - If you need to edit any of the details of your fundraiser you can email: volunteer@madisonreadingproject.com

Promote Your Fundraiser

- Use the email and social media templates below to share the information with friends, family or co-workers. Let people know how to participate and what your goal is. Follow up with potential donors before the end of your fundraiser to remind people that the deadline is approaching and to let people know how close you are to your goal.
- Utilize social media! Tell your friends and followers about your fundraiser. Use MRP approved photos and logos in your posts. Feel free to use the social media templates we've provided below. Tag us in your social media posts and we will promote it as well.
 - Facebook: @MadisonReadingProject
 - Instagram: @MadisonReadingProject
 - LinkedIn: @madison-reading-project
 - Twitter: @MSNReadingProj

Wrapping Up Your Fundraiser

- Email us to let us know that you've completed your fundraiser
- Celebrate your work with with a social media post or in a follow up email to let participating donors that you reached your goal.
- Send a thank you card, note or email to everyone that donated money



Email Template

Dear Friends & Family,

From [start date] to [end date] I will be hosting a fundraiser on behalf of the Madison Reading Project. The Madison Reading Project provides free books and literacy enrichment programs to over 25,000 kids in the greater Dane County area each year.

Your generosity will help Madison Reading Project reach their goal of providing 60,000 books to over 30,000 kids in 2020. With your help I hope to reach my goal of [your goal]!

Contributing to my fundraiser is easy. Just click on this link and follow the easy steps to make an online donation:

[enter your fundraising page link here]

Madison Reading Project is a 501c3 non profit which means your donation is tax deductible.

Social Media Templates

Using your donation page link makes sharing this information easy. Use the templates below or create your own to connect with as many donors as you can.

Facebook and LinkedIn - You can use photos, and provide more details about your fundraiser

I will be hosting a fundraiser to support Madison Reading Project from [start date] to [end date]. Help me reach my goal of [your goal] by making a donation today! For more information about how Madison Reading Project is supporting literacy enrichment in Dane County go to www.madisonreadingproject.com
#MadisonReadingProject #BookDrive #ChildrensBooks

Instagram - Use photos provided by MRP or the MRP logo

Help me reach my goal of [your goal] to support @madisonreadingproject and help ignite a love for reading!
Make a donation today! #MadisonReadingProject #BookDrive #ChildrensBooks

Twitter - Create a short concise phrase which clearly states your objective.

Join my fundraiser to support the @MSNReadingProj by making a financial contribution now until [end date]
#MadisonReadingProject #BookDrive #ChildrensBooks

Information about Madison Reading Project

It is common for people to ask why you are raising money and who the Madison Reading Project is. You're always welcome to reference our website, but here is some more information to help guide a conversation:

- **What we do**

- We connect our community with free books and literacy enrichment programs that ignite a love of reading.
- We partner with over 100 local organizations and schools
- We give over 40,000 free books to kids annually
- We work primarily in Dane County, but occasionally give books to organizations doing work in other counties and internationally

- **The need**

- Studies show that being read to as a child and having books in the home are the two most important indicators of future academic success.
- 2/3 of children from low income households have no books at home
- Approximately 1.5 million people in Wisconsin qualify for literacy services because they are at the two lowest levels of literacy skills

