



READING OWLS INTERNATIONAL

Creating Readers... for Life

CAMPAIGN TOOLKIT





We're going to help you launch your campaign, and make a huge impact on students in Jamaica. We can't wait to get started! This step-by-step will serve as a guide, but do remember, we are only a phone call or email away. We are always here to support you!

THE Table of Contents

01

Getting Started

02

Setting Your Goal

03

Communicating Your Cause

04

Say Thanks

05

Follow-Up

Getting Started

WRITE YOUR STORY

Express your purpose for launching a campaign and your desire to make it a success. Decide on a campaign theme

SCHOOL



Start a campaign at your school with students & teachers.

SPECIAL OCCASIONS



Ask wedding guests to donate to your ROI campaign in lieu of gifts.

ENDURANCE



Race, bike or run to support ROI. Ask for donations per mile or to your campaign for race day.

BIRTHDAY



Instead of receiving gifts, ask family and friends to give to your campaign instead.

SET YOUR GOAL

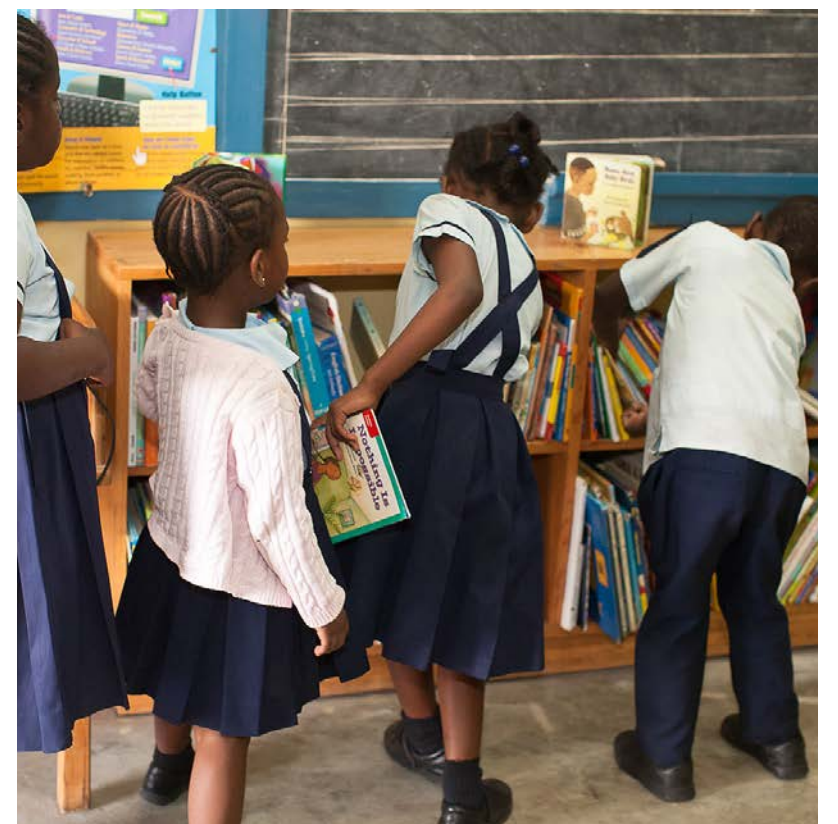
100% of the donations raised in your campaign will go directly to ROI's programs



\$10 = A READER FOR LIFE

\$50 = 5 BOOKS FOR 5 KIDS

\$100 = A CASE OF BOOKS



\$500

CREATES A LIBRARY NOOK FOR A CLASS

\$1,000

EQUALS 3 SHELVES OF BOOKS FOR A LIBRARY

\$5,000

HELP START A LENDING LIBRARY

FOLLOW US

[instagram.com/thereadingowls](https://www.instagram.com/thereadingowls)
[twitter.com/thereadingowls](https://www.twitter.com/thereadingowls)

© Reading Owls 2016 | All rights reserved
www.readingowlsinternational.org



READING OWLS INTERNATIONAL
Creating Readers... for Life

COMMUNICATION PLAN

Communicating Your Cause

- + Refine your message and be sure to **PERSONALIZE** your fundraising page with photos.
- + **DONATE** to your own campaign to show your commitment and inspire others.
- + Start with your **CLOSE CONTACTS**. Reach out to 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they'll make a meaningful gift.





READING OWLS INTERNATIONAL
Creating Readers... for Life

SAMPLE LETTER

Launch your page

Dear friend,

In 2015, 45% of Jamaican girls and 63% of boys in grades 1 through 3 were not proficient in reading. If these students do not receive effective interventions now, they are less likely to ever become grade-level readers.

Help me stamp out illiteracy by raising money for my Reading Owls campaign. ROI builds or supplements libraries in Jamaica so that kids have access to books.

[Link to fundraising page].

All children deserve access to quality education, no matter where they were born or what resources they have. Every donation can make a difference. Thank you for your support!

Your Name

A N N O U N C E Y O U R C A M P A I G N

SOCIAL MEDIA

- 1 | Once you've demonstrated your personal commitment and gotten your closest contacts involved, officially launch your campaign on SOCIAL MEDIA.**
- 2 | KEEP YOUR NETWORK UPDATED.** Post on social media once a week, but vary your content. Rotate between thanking donors, updating them on progress you've made, talking about your passion for education and literacy and asking them to get involved.
- 3 | CONTINUE** updating your network and following up with potential donors.
- 4 | It's important that not every message you communicate about your campaign is an ask for dollars. Tell a story about why ROI is important to you. Remind people why you've chosen to become a ROI Ambassador.**



KEEP GOING FOLLOW UP

UPDATE WITH TWEETS



- 1 | **TWEET:** 45% of Jamaican children do not have a book at home to read. Together, we can change that. Join my campaign: [Insert a Link to your campaign page]

OR

- 2 | I'm halfway to my fundraising goal! Support students in Jamaica by donating to my campaign: [Insert a Link to your campaign page]

OR



- 3 | Thanks to everyone who donated to my @thereadingowls campaign! Check out the progress on my fundraising page: [Link to fundraising page]

OR

- 4 | Tweet, post and share across your SOCIAL NETWORK that time is running out in your campaign!





SAY THANKS

SEND AN EMAIL TO EACH DONOR THAT GAVE TO YOUR CAMPAIGN.

Dear friend,
Thank you for donating to my Reading Owls campaign. 100% of our money will help build libraries in Jamaica so that students can have access to high quality, culturally relevant books.

This has been an incredibly rewarding experience and I've learned so much about the impact of a quality education, which leads to greater opportunities and a better future.

I encourage you to get more involved with Reading Owls by subscribing to their quarterly newsletter, liking their Facebook page or maybe starting your own fundraising campaign..

Thank you for helping "create readers for life."



OUR PROMISE AFTER THE CAMPAIGN

YOUR IMPACT

After your campaign is over, we'll use 100% of your donation to fund our programs in Jamaica. Then, we'll report back to you with info about Reading Owls programming that your campaign made possible.



Thank you for joining us in our mission to provide quality education for all. With your support, Reading Owls is transforming the landscape of education in Jamaica.

CONTACT US

W E A R E H E R E T O H E L P !

Our support doesn't stop with this toolkit. The Reading Owls team is here to help and to answer any questions you have. Email us at readingowls@yahoo.com



READING OWLS INTERNATIONAL

PO Box 2881

Attleboro, MA 02703

(415) 779-OWLS (6957)

www.readingowlsinternational.org