



Building Books
For Student Success



Volunteer Toolkit

Helping Students with Reading Disabilities Succeed

Transform the lives of these struggling readers:

Thank you for raising funds and awareness for students who struggle to read due to a disability, blindness or visual impairment! **Because of the invaluable support from volunteers like you, we supported over 375,000 students last year with a catalog of more than 80,000 audiobooks and textbooks!** We are proud of the number of students Learning Ally serves, and the life-changing impact our services have. But with **30 million students in the U.S. struggling to read**, we still have much more work to do by the end of May.

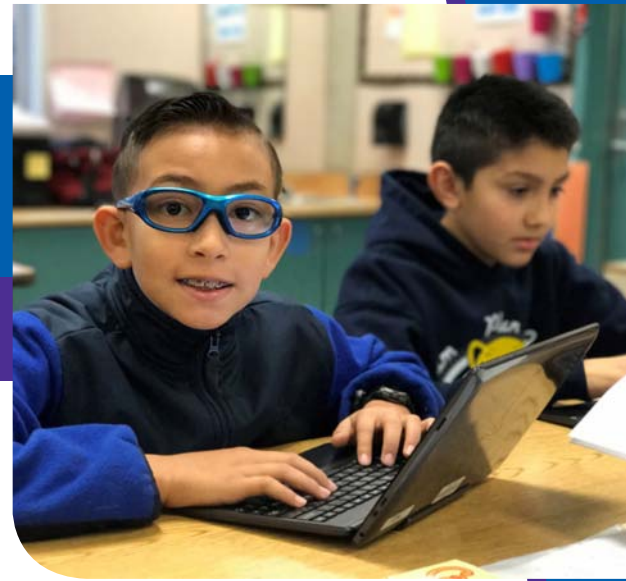
This spring, we aim to raise \$100,000 through our Building Books for Student Success campaign by May 31st to provide Learning Ally memberships to thousands of students this year. That means we can **change the lives of thousands of students!** By starting a Fundraiser to raise \$1,500, this can provide a school access to an annual Learning Ally audiobook solution for their qualified students to use.

Follow our easy 3-step process to create your own fundraising page and invite family, friends, and colleagues to support a cause that gives students the opportunity to thrive in school and in life. Students, teachers, and parents benefit from our transformative services, and together we have the opportunity to unlock the potential of hundreds of thousands of students.

Thank you again for all that you do for Learning Ally students!

Sincerely,

Andrew Friedman



**In 2018,
Learning Ally served:**



375,000 STUDENTS



62,000 EDUCATORS



16,000 SCHOOLS

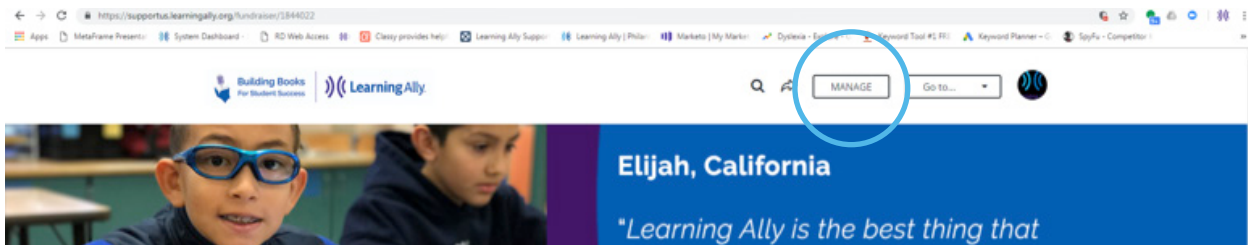


Learning Ally is the best thing that has ever happened to me. Before, I would give up. Even when I get into the harder books, I don't worry - with Learning Ally, nothing is impossible."

Elijah

3-Step Process

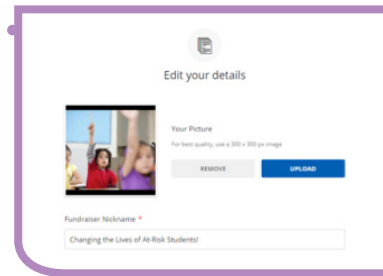
Thank you for creating your fundraising page! At the top of the page, select **Manage** to personalize your fundraising page.



1

Update your profile picture

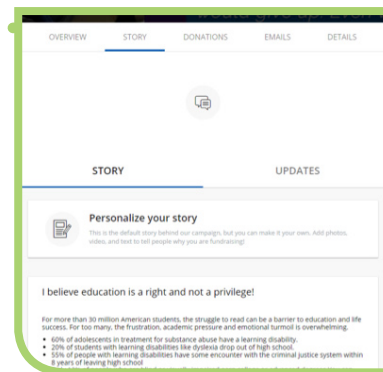
- In the Manage menu, select details and edit the details of your fundraising page.
- Select **Upload** to select an image to represent you.
- Scroll to the bottom of the page and select, **Save & Update**.



2

Personalize your story

- You can start from scratch or use our Starter Story to guide your story on why you choose to fundraise in support of student success!
- This can be updated at any time during the campaign.
- You can add a YouTube video or photos of you volunteering to make your fundraiser more personal.
- Don't forget to hit **Save** when you finish.



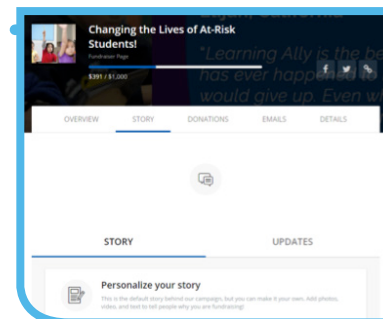
3

Raise funds for student success!

Once you've saved all changes, share it with your friends, family, and colleagues!

- Navigate to the top of your page next to your thermometer and select the **Facebook** or **Twitter** icon to share your page on social media.

The link icon will give you a link to your page so you can share your fundraising page via email or text.



Be sure to come back to your page often to make updates, read comments from your supporters, and thank your donors!

Promotional Materials

Sample outreach email:

The following email offers language you can use to invite friends or family to your fundraising page for *Building Books for Student Success*.

Dear [Insert Salutation],

I am raising funds and awareness for a wonderful organization where I volunteer called Learning Ally. As a national non-profit, Learning Ally is dedicated to providing educational tools to students who are blind, visually impaired, or have a reading-based learning difference such as dyslexia. I am reaching out today in hopes that you will stand with me to support struggling students.

Did you know students with learning disabilities are more likely to face **incarceration and perpetuate a cycle of poverty** in our communities?

As a volunteer, I help produce educational audiobooks that make reading accessible to over 375,000 students last school year. Together with Learning Ally, we want to ensure that thousands more students have access to reach their academic goals before the end of this school year. **Join me by making a donation today!**

I'm committed to raising \$1,500 to give a small school access to Learning Ally resources. Your donation of \$35, \$50, \$100, or any amount will help change the lives of these students. **Learning Ally is a proven solution to help those children who are blind, visually impaired, or have a reading-based learning difference like dyslexia succeed in school and beyond.** With your support, we can increase access to educational content and resources to help struggling readers keep up with grade-level material and end the cycle of poverty!

Visit: [Insert your personal fundraising page link]

Let's transform the lives of struggling learners! Thank you for your support,

[Your Name]

Sample social media post graphic:

The following is a social media post graphic you can use to promote your page on all social channels.





Fundraising Ideas - Have Fun With It!

1. Are you or a loved one celebrating a birthday or anniversary? Ask your family, friends, and colleagues to make a gift to your fundraising campaign in lieu of gifts.
2. Host an event or dinner to get your friends and contacts in your local community engaged in what you do as a volunteer and spread awareness about students with print disabilities and ask friends to donate.
3. At work organize a dress down day and ask your colleagues to make donations to your fundraiser to participate.
4. Create a bake sale and donate the proceeds.
5. Check to see if your employer matches your donations or volunteer hours.
<https://learningally.org/Get-Involved/Employer-Match>
6. **Socialize with social media.** Share your fundraising page with your social media networks (Facebook and Twitter) to quickly spread the word about Learning Ally's mission, the work you do as a volunteer, and about your personal fundraiser.
7. **Drive Away Barriers to Reading.** Donate an unwanted car, truck or other vehicle to Learning Ally's Vehicle Donation Program. [More Info.](#)
8. **Show and Tell.** Make a video of you recording a book for Learning Ally and share on social media or hold a virtual studio tour event. This is a great way to physically show your family and friends what you do. Inspire them to make a donation and/or volunteer.

Get creative and have fun raising funds.

Need help making one of your fundraising ideas come to life?

Contact: give@learningally.org or call 1-800-221-4792 option 4

Donation Form



Building Books
For Student Success



FIRST NAME

LAST NAME

ADDRESS

CITY

STATE

ZIP

EMAIL

FUNDRAISER NAME*

*If you do not know or have a team name or fundraiser, please leave blank.

Yes, I want to support Learning Ally (select one)

- \$50 \$250 \$1,000 \$5,000
 \$135 \$500 \$1,500 Other \$ _____

Enclosed is a check payable to Learning Ally.

Please charge my: Amex MasterCard Visa

NAME ON CARD

CREDIT CARD NUMBER

EXP DATE

SIGNATURE

DATE

This gift is:

IN HONOR OF

IN MEMORY OF

Send notification of gift to:

NAME

ADDRESS

CITY

STATE

ZIP

Please complete this form and mail it to:

Learning Ally
Gift Entry
20 Roszel Road
Princeton, NJ 08540

Or call

800.221.4792 option 4