



Fundraiser Toolkit

Building Books Covid-19 Relief Program

Critical support needed to help students who are blind visually impaired, or have a reading disability:

As schools close and education becomes completely virtual, Learning Ally is providing our Audiobook Solution, consisting of human-read audiobooks and educator resources **FREE of charge to schools and students in need through August 1st**. Don't let these students fall through the cracks in this distance learning environment. Learning Ally is an essential resource for struggling readers to access curriculum and keep up with their education.

Thank you for joining Learning Ally by creating your very own personal fundraising page! Because of the invaluable support from volunteers, donors, parents, educators, and supporters like you, we've reached over 472,000 students last year with a catalog of more than 82,000 audiobooks and textbooks. We are proud of the number of students Learning Ally serves, 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.

We aim to raise \$100,000 through our Building Books for Student Success campaign by May 31st. **We urgently need your help to reach an additional 500,000 students in need.** The funds and awareness you raise for students with reading disabilities will make an immediate impact during this difficult time.

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.



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



In 2019,
Learning Ally served:



472,000 STUDENTS



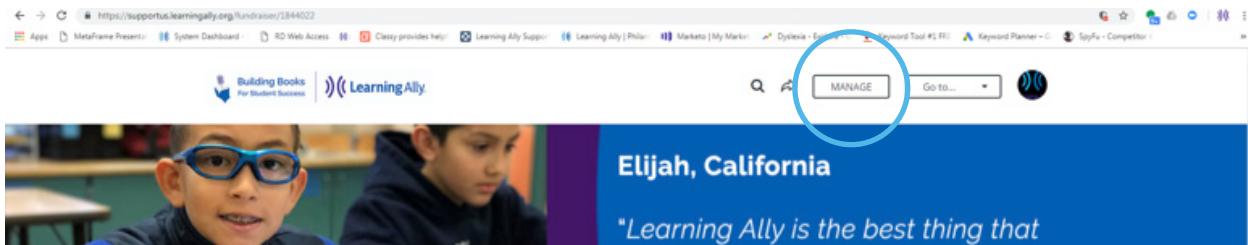
99,000 EDUCATORS



17,500 SCHOOLS

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

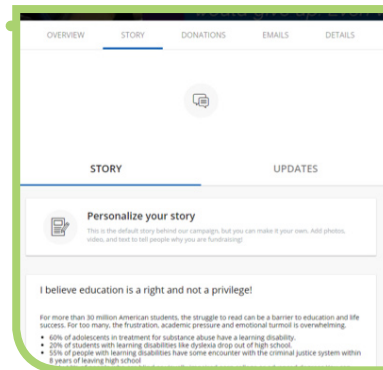
- In the Manage menu, select details and edit the details of your fundraising page.
- Select *Upload* to select an image to represent you.
- Scroll to the bottom of the page and select, *Save & Update*.



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.



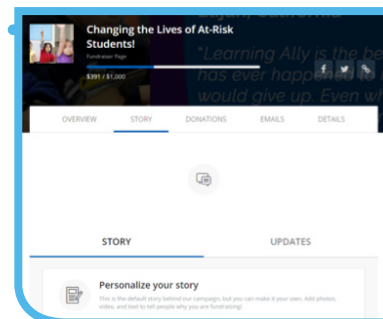
3

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:

Dear Family and Friends,

Students who are blind, visually impaired or have a reading disability need your assistance now more than ever. As schools close and education becomes completely virtual, struggling readers are particularly at-risk and are urgently in need of critical resources to help them continue their education.

I am raising funds for a wonderful organization called Learning Ally. A national non-profit, Learning Ally is responding to the COVID-19 crisis by providing its Audiobook Solution, consisting of human-read audiobooks and educator and parent resources, free of charge to schools and students in need through August 1st.

Did you know students with learning disabilities are more likely to face incarceration and perpetuate a cycle of poverty in our communities? That is why I work with Learning Ally, to help produce educational audiobooks that make reading accessible to students with disabilities nationwide.

We urgently need your help to reach an additional 500,000 students in need. Please help us to keep these students from falling through the cracks in this distance learning environment. Together with Learning Ally, we can immediately provide them with the critical resources they need to keep pace with learning. Your contributions will make an immediate impact during this difficult time. Join me by making a donation today!

I'm committed to raising \$540 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. With your support, we can assist them through this crisis, help them keep pace with their learning and facilitate their success in school and beyond.

Let's transform the lives of struggling learners!

Thank you for your support.

Sample social media post graphic:

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



Covid-19 Relief Program
Urgent support for our most vulnerable kids.
At-home services for students who are blind, visually impaired,
or have a reading disability.



Donate Today!



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 a virtual tour** of your at home studio or work station to get your friends and contacts in your local community engaged in what you do as a supporter and spread awareness about students with print disabilities and ask friends to donate.
3. **Do you have a special skill or talent?** Host a Facebook or Instagram live event, inviting your family, friends, and social networks. Ask viewers to make a donation.
4. **Are you a thought leader in your field of study or industry?** Offer up one-on-one coaching or group advisory sessions to people who make a donation to your fundraiser.
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



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