

Fundraiser Toolkit

Students need our help now more than ever

Giving our most vulnerable students an opportunity to reach their academic potential

In this new hybrid and remote learning setting, the most vulnerable students, blind and visually impaired and those with learning differences like dyslexia are struggling now more than ever. Without direct access to instruction and educational solutions to help them get through this excruciating time, students are at greater risk of academic failure and are falling even further behind. They need your support.

Together through the **Building Books for Student Success** fundraising campaign, we can get these struggling learners the tools they need to help them catch up with their peers and achieve academic success.

This spring, we aim to raise \$100,000 through our Building Books for Student Success campaign. We urgently need your help to raise both funds and awareness for students who struggle to learn due to a learning difference.

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

Chief Executive Officer



**In 2020,
Learning Ally served:**



1,500,000 STUDENTS



200,000 EDUCATORS



18,500 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

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 event**—such as a theme-party or dinner—with friends, family, or your local community. Ideas include celebrating an upcoming holiday together, hosting a virtual Happy Hour, or even hosting Game Night. Spread awareness about your fundraiser and ask your guests to donate to your page.
- 3. Do you have a special skill or talent?** Host a Facebook, Instagram, or Zoom 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. Get your workplace involved!** 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 on Facebook, Twitter, LinkedIn, Instagram, or any other platform you're on to quickly spread the word about Learning Ally's mission, the work you do as a volunteer, and about your personal fundraiser. To make it easy, [we've created a few social media post to get you started.](#)
- 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 and WHY you do it. 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: volunteer@learningally.org or call 1-800-221-4792 option 4

Promotional Materials

Social Media

Help raise awareness for our cause and mission:

Click posts to access and download or take a screenshot of daily, weekly social posts and **share** them with your social networks. If you have a personal fundraising page, **remember to include your personal fundraiser link**. Let's transform the lives of struggling learners!

Single Use Posts: Click on image to access eight social posts

These posts will educate your social networks on how Learning Ally provides support to struggling learners.



Stories & Highlights: Click on image to access 20 or more social posts

Tell a story using images to help build awareness for students who learn differently. Post are in chronological order but please feel free to share as you see fit.





Building Books
For Student Success



Promotional Materials

Follow and tag us on social:

Visit our social media networks and interact with us during the campaign..

facebook.com/LearningAlly.org

twitter.com/Learning_Ally

instagram.com/Learning_Ally/

linkedin.com/company/learningally/

youtube.com/user/LearningAlly

pinterest.com/LearningAlly/

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'm raising funds and awareness for students who struggle to read and learn. I hope you will stand with me as I fundraise for Learning Ally, a wonderful organization where I volunteer.

Learning Ally, a national non-profit, is dedicated to providing educational tools to students who are blind, visually impaired, or have a learning disability such as dyslexia.

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 1,500,000 students every school year. Together with Learning Ally, we want to ensure that 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 \$540 to give students in need access to Learning Ally resources. Your donation of \$35, \$50, \$100, or any amount will help **change the life of an at-risk student**. 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!

[Your Name]

Donation Form



FIRST NAME _____ LAST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____

FUNDRAISER NAME* _____

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

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

\$50 \$250 \$1,000 Other \$ _____

\$135 \$500 \$5,000

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:

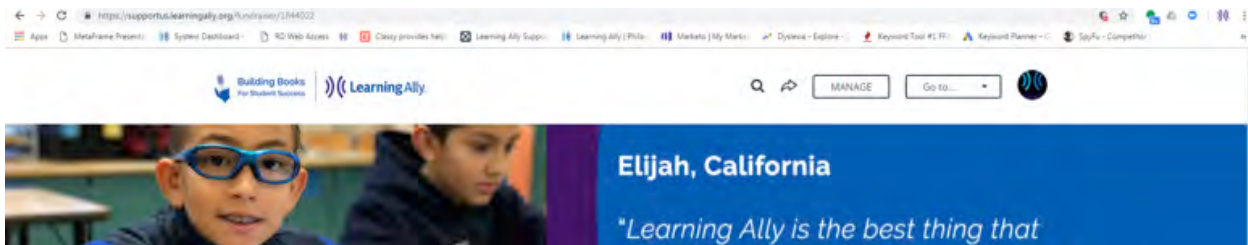
Learning Ally
Gift Entry
20 Rozel Road
Princeton, NJ 08540

Or call

800.221.4792 option 4

3-Step Process

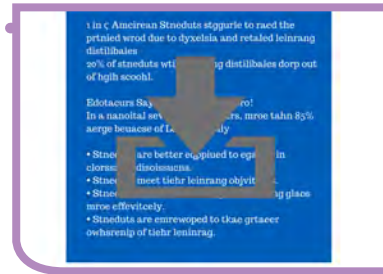
Thank you for creating your fundraising page! At the top of the page, select **Manage** to personalize your fundraising page.



1

Update your profile picture

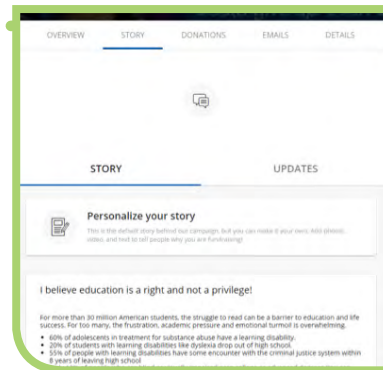
- In the Manage menu, select details and edit the details of your fundraising page.
- Select **Upload** to select an image to represent you.
- Scroll to the bottom of the page and select, **Save & Update**.



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.



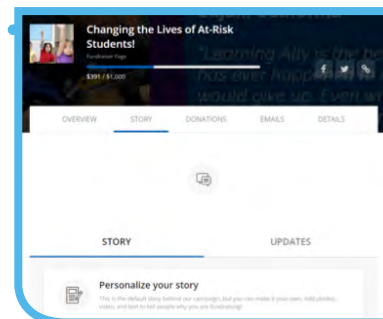
3

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!