

LEARNING ALLY HOLIDAY GIVING

FUNDRAISING IDEAS AND SUGGESTIONS

1. GIVE FIRST

Nobody wants to be first, so get the ball rolling at your fundraiser by making the first gift.

2. PERSONALIZE YOUR PAGE

This is your fundraiser and no one knows your personal story quite like you do. Let people know why you choose to fundraise for Learning Ally. Personal stories appeal to your prospective donors.

3. UPLOAD IMAGES AND VIDEOS

Record a short video explaining the reasons why you are fundraising for Learning Ally. You must post your video on YouTube or Vimeo to upload to your page.

4. MAKE CONTACT

Connect with your family, friends, and colleagues, in person or via email, phone, and mail. Ask them to support your cause in lieu of holiday gifts. Go to businesses you frequently support and ask them to sponsor your fundraiser.

5. HAVE FUN WITH IT

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. Host a special holiday themed event to get your friends and contacts in your local community to spread awareness about students with print disabilities and ask friends to donate. Organize a dress down or come to work in your fuzzy pajamas; create a bake sale and donate the proceeds. Get creative and have fun raising funds.

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, and share your personal story.

If you need assistance organizing your fundraiser

call us at 800.221.4792 option 4, or e-mail Give@LearningAlly.org

SUPPORT OUR
STUDENTS
WITH ONLINE
DONATIONS!

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JOIN A FUNDRAISING TEAM OR CREATE YOUR OWN FUNDRAISER

Visit LearningAlly.org/ParentsGive

- Select a fundraising team (Learning Ally Parents or Learning Ally YES! Parents).
OR
- Select FUNDRAISE FOR STUDENT SUCCESS to create your own fundraising page.
- Follow page setup prompts.
- Upload a photo or change your photo.
- Start fundraising! You will receive inspirational emails along the way .
to help you and your team reach your goals.
- Visit your page frequently to thank your donors and update your story.

WE
APPRECIATE
YOUR
SUPPORT!

MAKE A GIFT

Visit LearningAlly.org/ParentsGive

- Click on DONATE NOW button.
- Fill-out online donation form and don't forget to add your employer. Through our matching gift function your employer could match your gift and double the funds raised for student success.
- To send an eCard to a loved one, select DEDICATE MY DONATION. Select an eCard, add a personal message, and include the recipient's name and email address.
- Once your form is complete click on GIVE button to process your contribution.
- You will receive an automatic email receipt confirming your gift. Your gift is tax deductible.

OTHER WAYS TO GIVE

Fill out a donation form and mail to: Learning Ally, Gift Entry, 20 Roszel Road, Princeton, NJ 08540

Call 800.221.4792 option 4

E-mail Give@learningally.org

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THANK YOU
FOR GIVING
THE GIFT OF
READING

First Name	Last Name	
Street Address		
City	State	Zip
Email	Phone No.	
Team/Fundraiser Name		

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

Yes, I want to give the Gift of Reading this holiday season:

- \$50 \$100 \$250 \$500 \$1,000 \$5,000
 Other \$_____
- I've enclosed a check payable to Learning Ally.

Please charge my: Amex MasterCard Visa Discover

Name on card	
Credit Card No.	Exp Date
Signature	Date

**MAIL completed
form to:**

Learning Ally
Gift Entry
20 Roszel Road
Princeton, NJ 08540

CALL

800.221.4792 option 4
if you have any questions

This gift is: In honor of In memory of

Send notification of gift to:

Name		
Street Address		
City	State	Zip