

# ***READING TO KIDS ANNUAL FUND DRIVE***

## ***Opening a New Chapter***

### **Tips on How to Ask People for Money for Reading to Kids!**

- 1. Make it Personal** – The best way to inspire someone you know to make a contribution to Reading to Kids is to tell him/her what Reading to Kids means to you! Statistics on how much Reading to Kids has grown, how many kids come to the clubs, how many volunteers we have, etc... are great. But those stats can be meaningless unless you complete the picture by telling your own story about why you love volunteering with Reading to Kids and why the experience has been important for both you and the kids. Tell stories about your favorite kids or your favorite book or craft that you've led. People are much more likely to be compelled to donate when they see the complete picture!
- 2. Provide a Visual** – Nothing complements your email or conversation better than a photo or visual that shows what Reading to Kids really does. The best option would be to include a photo of yourself at the reading club, but photos of kids, or even a copy of one of your kid's drawings are all great too!
- 3. Ask For a Specific Amount** – It really does help people to know how much you are asking for so pick an amount (or a range) and go for it. It certainly makes sense to ask different people for different amounts depending on their financial situations – but don't underestimate anyone. Ask for \$100 and see what happens – you'll never know unless you ask!
- 4. Study the Facts** – When you start talking about Reading to Kids, some people may ask you questions like “How long has the organization been around?” or “How many kids benefit from the reading clubs”? It's best be prepared with some of our key talking points. However, if you don't know the answer to a question, don't just make it up – offer to find out the answer for the person and get back to them or direct them to our fabulous website to find out for themselves!
- 5. Ask Everyone** – Don't be shy in going beyond your immediate circle of family and friends. Individual fundraising like this is a growing trend – how many of your acquaintances have sent out emails in the last year asking for money for the charity marathon they're running? Co-workers, peers, friends, neighbors, family members – these are all great people to ask. The worse thing that can happen is that they say no - but now they know that you volunteer with a great organization!
- 6. Personalize Your Appeal** -Try to avoid ONLY sending out a mass e-mail. Individual emails, phone calls, and conversations are much more likely to result in a donation than a mass e-mail. Even if you're just copying and pasting the same email onto multiple individual emails, at least you can address them individually! If you're cramped for time, then send out a mass email but try to follow up with those most likely to give individually.