FUNDRAISING TIPS

1. **Create and personalize your online fundraising page - make it reflect you!**
   - Share why you're fundraising and what the cause means to you.
   - Add a photo or video to make your page more engaging.
   - Set a realistic but ambitious goal to motivate donors.

2. **Spread the Word**
   - Start with your inner circle. Ask your friends, family and coworkers to donate to your page.
   - A strong start builds momentum and encourages others to donate.
   - Ask for what you want – be specific! Tag friends on social media ask them for a specific amount, e.g., "Donate $30 to cover the cost of books for one year for a child enrolled in the Dolly Parton Imagination Library."

Don't Be Afraid to Ask More Than Once! People are busy! It's okay to follow up if they haven't donated yet. Try different approaches - email, DM, phone calls, or even in-person asks.

3. **Make It Easy to Donate**
   - Share your fundraising page link in texts, emails, and social media posts.
   - Keep donation options simple and clear—let people know how their gift helps by incorporating the donation impact statements below.

4. **Get Creative with Fundraising Challenges**
   - Offer a fun incentive ("If I hit $500, I'll run in a costume!" You could dress like Dolly Parton!)
   - Challenge friends to match donations or start their own mini fundraisers.

5. **Show Appreciation & Keep Supporters Engaged**
   - Say thank you promptly and personally to your donors.
   - Update donors on your progress and how their contributions are making a difference.
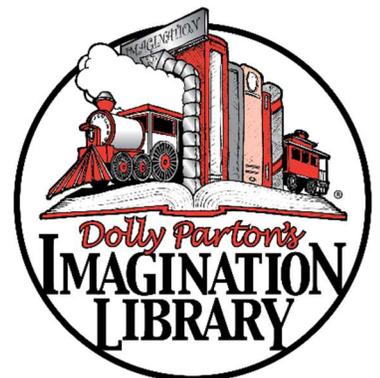   - Share your post-race experience to celebrate the impact!

DONATION IMPACTS

$30 covers the cost of one year of books for a child in our community.

$75 ensures that 30 children receive a free book next month!

$150 covers the cost of books for a child throughout the entirety of the Imagination Library program, from birth to age five.

$1,500 sponsors 10 children for the entirety of the Imagination Library program, building a stronger, smarter, and more educated community for all of us.

FUNDRAISING RESOURCES

For email or direct messages

SUBJECT: I'm Racing for Reading! Will You Help?

Dear ,

I'm Racing for Reading in the **<RACE NAME>** to help more kids learn to read, and I'd love your support!

Fewer than 40% of Oregon third graders are reading at grade level. I'm fundraising for United Way of the Columbia-Willamette's Dolly Parton Imagination Library, which delivers free books every month to children ages 0–5 in Clackamas, Multnomah, and Washington counties.

Please support me by donating today and by sharing this campaign with others. **<INSERT LINK to personal fundraising page>**

Thank you for helping turn miles into books!

Shorter Content for Social Media and Texting

I'm Racing for Reading to fuel literacy and learning for kids! Please donate to support United Way's Dolly Parton Imagination Library to provide free books <insert donation link>

Fewer than 40% of Oregon third graders are reading at benchmark levels and one of the most effective ways to increase literacy rates is for children to be introduced to books at an early age. Please help young children receive free books by supporting my fundraiser! <Insert donation link>

Just like a great race, a child's journey to reading success starts with a strong foundation—and you can help them cross the finish line by supporting United Way of the Columbia-Willamette's Dolly Parton Imagination Library program! <insert donation link>

Please help me support United Way of the Columbia-Willamette's Dolly Parton Imagination Library program to ensure FREE books are delivered directly to children's homes every month, <insert donation link>

Help empower children to achieve reading readiness by kindergarten, a crucial milestone for lifelong success, by supporting United Way's Race for Reading! <insert donation link>

Support my run, support a reader! Help me turn miles into books! <insert donation link>

Help me bring the joy of reading to every child by making a gift to Dolly Parton's Imagination Library today! <insert donation link>