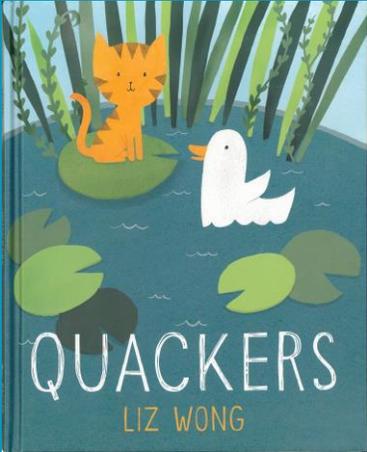


Read. Connect. Succeed.



Read: Sign up to #ReadfortheRecord with us on **October 19, 2017**, to help shine a light on the importance of closing the kindergarten readiness gap by building early literacy and language skills for EVERY child.

Connect: Reading aloud with young children – whether in the classroom, at home, or in the community – builds literacy and language skills and provides positive reading experiences that instill a love of reading.

Succeed: Children with strong literacy and language skills are more likely to succeed in kindergarten, and a love of reading can foster a love of learning that will benefit children for years to come.

ABOUT JUMPSTART'S READ FOR THE RECORD®

Jumpstart's *Read for the Record*® (RFTR) is a national campaign that highlights the importance of early literacy for all children, while also raising funds to support Jumpstart's programing in communities across the country. On **Thursday, October 19, 2016**, millions of children and adults will gather to learn, laugh, and read this year's campaign book, *Quackers* by Liz Wong. Jumpstart is working towards the day ALL children enter kindergarten prepared to succeed. Children with strong literacy and language skills are more likely to succeed in kindergarten, and a love of reading can foster a love of learning that will benefit children for years to come.

You can support *Read for the Record* and help Jumpstart tackle early literacy by putting books into the hands of children who need them most by starting your own fundraiser on the website Crowdrise. Share your fundraiser with friends, family, and colleagues, and use social networks to watch your fundraiser grow! Use the tips and resources below to make your fundraiser a success.

GETTING STARTED

Go to <https://www.crowdrise.com/ReadForTheRecord2017>

- Click "Start a Fundraiser"
- Select "Join A Team" OR "Start Your Own Fundraiser"

- If you'd like to get other people from your employer, or other organization involved, consider starting a New Team and inviting your colleagues to join!
- Log in or sign up for a Crowdrise account using Facebook or your primary email address.
- Joining a Team:
 - Search for the Team you want to join or click their icon on the main event page below "The Story" section
 - Click "Fundraise for This Campaign" on the right and create your own profile
 - OR Click "Donate Directly to this Fundraiser"
- Starting Your Own Fundraiser:
 - Click "Start A Fundraiser" above "The Story" section
 - Click "Start a Fundraiser" in the pop-up window
 - This will prompt you to sign in or create a Crowdrise user account
 - Create a title, ex: Your Name's – Read for the Record 2017 Fundraiser
 - Add a fundraising goal
 - Add a story About Your Fundraiser **see below for prompts*
 - Click "Save"
- Click on your team page and start customizing your fundraiser
 - [Add the official campaign picture as your profile photo](#)
 - Click "Save"

Guiding Questions for the "About Your Fundraiser" section:

Below are questions and text that you can use the About Your Fundraiser section to answer.

General Read for the Record Information:

Jumpstart's *Read for the Record*® is a national campaign that was launched over a decade ago to help to help shine a light on the importance of closing the kindergarten readiness gap by building early literacy and language skills for EVERY child. Reading aloud with young children – whether in the classroom, at home, or in the community – builds literacy and language skills and provides positive reading experiences that instill a love of reading. Children with strong literacy and language skills are more likely to succeed in kindergarten, and a love of reading can foster a love of learning that will benefit children for years to come.

- Why are you supporting Jumpstart?
- Describe your relationship to Jumpstart. Are you a Jumpstart alum, board member, or former *Read for the Record*® participant?
 - For Alumni: Where did you complete your service? What year(s)? Share a story about your service with Jumpstart (a story about your partner child, Jumpstart team, preschool where you served) What was the best part about being in Jumpstart?

- Why are you passionate about early childhood education?
- How has Jumpstart and/or Jumpstart’s *Read for the Record* influenced your life?
- Has Jumpstart had an impact on your personal and/or professional story?

Manage Campaign

- Click the “Manage Campaign” tab to share your fundraising page on social media and/or copy and paste the link to your fundraising page into an email or instant message
 - Use the sample social media language provided or the sample language provided (see page 5)
- The “Donation Toolkit” helps you send thank you message when you receive donations and also to enter offline donations

The screenshot displays a dashboard for managing a fundraising campaign. At the top, there are five navigation tabs: VIEW FUNDRAISER, EDIT FUNDRAISER, MANAGE CAMPAIGN (which is highlighted), THE TEAM, and REPORT CENTER. Below these tabs are four summary cards: MONEY RAISED (\$0), AVERAGE DONATION (\$0), DONATIONS (0), and a prominent orange POST CAMPAIGN UPDATE button. The main content area is titled 'ASK FOR DONATIONS' and includes a prompt to share the fundraiser page. It features social media sharing icons for Facebook, Google+, Twitter, LinkedIn, and Email, along with a 'Send a Link' section containing a URL and instructions to copy and paste it into an email or instant message. At the bottom, there is a 'MOST RECENT DONATIONS' section and a 'DONATION TOOLKIT' dropdown menu.

- Select “Offline Donation Manager”
 - Enter Offline Donations using the fields provided then click either “Save and Add More” or “Save and Close”
- Select “Thank All Donors”
 - Select from the options provided to send a thank you message to all donors or only to those who have not been thanked already (See sample thank you message below)

Sample Thank You Message

Thank you for making a donation to my fundraiser for Jumpstart’s *Read for the Record*® 2017. Your gift helps put books into the hands of more children across the country and supports Jumpstart’s important vision to work toward the day that every child enters kindergarten prepared to succeed. I hope that you will join me in supporting this great cause by sharing my fundraiser and being a part of the world’s largest shared reading experience on Thursday, October 19^h by registering to read today at readfortherecord.org. Thank you, INSERT NAME

Invite Team Members

- Click “The Team” tab to invite people to join your fundraising team
- Click the “Invite Team Members” button for links/sample email language for your use.
- See the Sample Email Language below and feel free to customize the email language based on who you will be inviting to join you in supporting Jumpstart’s *Read for the Record*!
- Happy Fundraising!

THANK ALL DONORS

Send Thank You to:

- All unthanked donors
- All donors

Message (A thoughtful, personal thank you makes all the difference):

SEND MESSAGE

INVITE TEAM MEMBERS

Send the link below to everyone you want to invite to join your team. Once they click on the link, they’ll instantly have a personal fundraising page as part of your team and you can all raise money together.

Use this link to Paste into your own emails.

<http://www.crowdfunder.com/jumpstarts-read-for-the-record-2016>

Here’s a Sample Message (copy and paste into an email):

```
This is great...you've been invited to help raise money for
Jumpstart's Read for the Record 2016 benefiting Jumpstart for Young
Children, Inc..

Simply go to the page below and click the big FUNDRAISE FOR THIS
CAMPAIGN button and you'll instantly have your own fundraising page
as a part of our team.

http://www.crowdfunder.com/jumpstarts-read-for-the-record-2016

Please email me if you need help with anything.
Thanks so much.

Carolyn Swanhell
```

SELECT TEXT

SAMPLE EMAIL LANGUAGE

SUBJECT LINE: We’re Stronger Together. Join me in Supporting Read for the Record!

In low-income neighborhoods, children often start kindergarten 61% behind their peers from affluent communities, leaving them woefully unprepared when it’s time to start school. Reading with children can be a major factor in their later success in school and beyond. Jumpstart’s *Read for the Record* highlights the importance of early literacy for every child.

Jumpstart's *Read for the Record*[®] is a national campaign that was launched over a decade ago to help to help shine a light on the importance of closing the kindergarten readiness gap by building early literacy and language skills for EVERY child. Reading aloud with young children – whether in the classroom, at home, or in the community – builds literacy and language skills and provides positive reading experiences that instill a love of reading. Children with strong literacy and language skills are more likely to succeed in kindergarten, and a love of reading can foster a love of learning that will benefit children for years to come.

On **October 19**, millions of children and adults will gather to learn, laugh and read this year's official *Read for the Record* campaign book, *Quackers* by Liz Wong, in support of Jumpstart's important vision: to work toward the day EVERY child in America enters kindergarten prepared to succeed.

Here's how you can help.

Join me in supporting Jumpstart and their annual campaign by making a donation to my fundraising page or starting your own fundraiser for this great cause. Your gift gives children the tools they need to not only thrive in school, but also in life.

Be a part of the world's largest shared reading experience by visiting <https://www.crowdrise.com/ReadForTheRecord2017> to support my fundraising drive.

Thank you for your help!

SAMPLE SOCIAL MEDIA LANGUAGE

Here are some sample posts that you can use to promote your fundraiser on social media. Feel free to customize as needed!

Facebook

- Join me in supporting @jumpstartkids #ReadfortheRecord, to highlight the importance of early literacy for ALL children. Click the link below to make a donation to my Crowdrise fundraising page and visit jstart.org to learn more about how you can help Jumpstart tackle early literacy by putting books in the hands of children who need them most! *[add link to your fundraiser]*

Twitter

- I need your help to raise money for @jumpstartkids & support #earlyliteracy! Join me & get ready to #ReadfortheRecord *[link]*
- Let's come together to support #earlyliteracy! Make a gift to my campaign for @jumpstartkids #ReadForTheRecord *[link]*
- I'm raising money to support @jumpstartkids #ReadfortheRecord to promote early literacy and get books to kids who need them. Can you donate? *[link]*
- Help my campaign to raise \$ for @jumpstartkids #ReadfortheRecord and support early literacy. Donate now: *[link]*