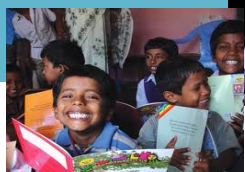




Pratham USA
Every Child In School and Learning Well

Pratham Summer Readathon

Toolkit Introduction



Today's reader is tomorrow's leader!

What is Pratham?

Pratham is a leading non-profit organization that helps needy children in India stay in school and learn well. Working in 21 Indian states, in urban and rural areas, Pratham's programs are efficient, cost-effective, and scalable.

Children who benefit from Pratham's learning programs stay in school longer, graduate from high school, and earn a decent standard of living.

Education truly transforms lives!

prathamusa.org



The Pratham/SeeYourImpact Toolkit contains all the right equipment to help set up--and keep up--your readathon campaign. Information, inspiration, and ideas—everything you need for a successful fundraiser (with emphasis on “fun”!) including:

- Readathon overview (a one-page flyer to send or print out, plus info on Read India and SeeYourImpact)
- Step-by-step instruction for running a successful campaign:
 - Step 1: Setting up your Page
 - Step 2: Getting the Word Out
 - Step 3: Following Up
 - Step 4: Giving Thanks
- Sample email copy to solicit, encourage, and thank sponsors
- Facebook posting tips
- Real life story examples to inspire you and your donors

Thank you for joining Pratham's mission to get kids helping other kids create a better world for all!



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Pratham Summer Read-a-thon

General Information



Today's reader is tomorrow's leader.

Pratham's Summer Readathon encourages kids in the U.S. to read more books to help kids in India overcome illiteracy—a win-win solution for everyone!

What is Pratham?

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How does the Readathon work?

Kids ask their friends and family to sponsor them for a dollar amount for each book they read. The more books, the more money they raise.

Who can participate?

- ~Kids of any age can participate.
- ~Children too young to read can have a parent or other older sibling read to them, and count those books.
- ~High school students can participate as a Readathon coordinator (RC) to lead a team of younger readers.

Why participate?

- ~Kids will read more this summer, which helps them learn.
- ~Readers will learn the value of helping others and participating in community service.
- ~RC's learn good leadership skills. Plus, their experience will look great on a resume or college application.

Are there other incentives?

- ~Certificates of Appreciation go to all readers.
- ~Prizes are available for readers who raise \$100, \$250, \$500, or more.
- ~RC's get a certificate and a prize.
- ~A Youth Leader Award will be given to the RC whose team raises the most.

How do children or parents sign up?

To set up your personal Readathon fundraising page, go to:

www.seeyourimpact.org/start/readathon

For questions about Pratham or the Readathon, contact Vineeta Salvi at vinsalvi@yahoo.com.

For questions about SeeYourImpact, contact Jamie Van Horne at Jamie@seeyourimpact.org.



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Step 1: Set-Up



Today's reader is tomorrow's leader!

Step 1: Visit <http://seeyourimpact.org/start/readathon>.

Step 2: Sign in or create an account.

Step 3: Write a little bit about yourself, and why you're doing the readathon.

Step 4: Choose your chapter.

Step 5: Choose your book goal.

Step 6: Check out your page

Step 7: Just upload your favorite photo, and your page is ready!

Step 1 of a successful campaign: Set up your personal readathon fundraising page.

Please sign in: I've been here before I'm new

First name Last name - or - [Sign in with f Connect](#)
(we won't post anything without your permission)

E-mail address or username

Choose a password

Tell us **your story!** Why do you want to help kids in India? Which type of book is your favorite? What are you going to read for the Read-a-thon?

Where is your Pratham chapter?

How many books are you going to read?
 books

Thanks! That's all we need to create your personal fundraising page.
(Don't worry - you can still customize it before you share it with the world.)

[Check out your page](#)





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Pratham Summer Readathon Toolkit

Step 2: Get the Word Out



Today's reader is tomorrow's leader!

Sample "Ask" Email to Friends and Family

Dear {insert name of friend or family member},

This summer, I want to help educate kids in India and keep my brain active by doing a Pratham Readathon--and I need your support! Will you please sponsor me for each book I read, and make a donation to my campaign?

Pratham is a non-profit organization that helps kids in India to succeed in school. With only \$14, Pratham can support a child in school for one year; and just \$280 will pay for a reading program for an entire village. Not only can we help kids learn, we can give them hope for the future!

Here's the link to my personal SeeYourImpact Readathon page {insert link here}.

My goal is to read {insert number of books you plan to read} books. 100% of your donation will go to Pratham's Read India program, and SeeYourImpact will send you a tax receipt. A few weeks later, you'll receive a story and photo about the child whose life we change together.

Thank you for sponsoring my Readathon!

Love,
{Your name here}

Step 2 of a successful campaign: Get the word out! Here are some sample emails to inspire you...feel free to cut and paste.

Sample Follow Up Email to Friends and Family From Parents

Dear {insert name of sponsor}:

{Name} has asked you to sponsor {him/her} in the Pratham 2012 Summer Readathon. Thanks to a partnership with SeeYourImpact.org, the Readathon will be done online, 100% of your tax-deductible gift goes directly to supporting children in India. All donors will receive stories and pictures of the young children in India that were helped.

Will you sponsor {Name} today? Here are ways to help:

- 1) Make a donation. [Link to personal page]
- 2) Spread the word to your own friends and family.
- 3) Leave a message of support on Facebook.

By sponsoring {child's name}, you are not only supporting educational opportunities for disadvantaged children in India, you are also encouraging children here in the U.S. to develop an appreciation for reading, and introduce them to the joy of giving back.

Thank you again for your time and your participation in the Pratham/SeeYourImpact Spring 2012 Readathon!

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Step 3: Follow Up



Today's reader is tomorrow's leader!

Sample Follow Up Email to Friends and Family

Dear {insert name of sponsor},

So far I've read {insert number of books} books during the Readathon! My favorite {insert name of favorite book here}, is about {insert what book is about}. I've been able to learn so much while also helping kids in India!

I have {number of sponsors} but I really need a few more to make sure I reach my goal of helping {goal number} kids in India. Won't you consider sponsoring me today?

All you have to do is go to {insert URL of your page here} and make a pledge or a flat donation. 100% of all donations go right to Pratham, and you'll receive a tax receipt from SeeYourImpact.org. It's really easy!

Thanks so much for helping me change lives in India!

Step 3 for a successful campaign: follow up! Send emails, or post on Facebook—any way you like to get the word out!

5 Quick Tips for Great Facebook Posts

- 1. Keep it short and snappy!.** Did you know the average online attention span for most people is *7 seconds*? You've got to grab them quickly, keep them interested, and get them to click through to your page. Think of an interesting tagline like, "I'm changing the world this summer!" or "My feel-good summer reading list."
- 2. Make it a habit.** Since your campaign is for a limited time only, post weekly, or more often if possible. Try to think of an ongoing "story" to keep anticipation high, like "This week's book had a surprise ending..."
- 3. Have a conversation.** Get people involved by asking questions or taking a poll: "What's your favorite book?" or "What's your favorite cause?"
- 4. Talk back.** Post the results of your polls, or respond to comments. If people think you care about what they have to say, they'll come back for more!
- 5. Make it multimedia.** Use video. Make your own, talking about the books you're reading, or use one from Pratham, like this: <http://www.youtube.com/watch?v=nmiRwcC5VNo>. Remember: Keep it quick (around a minute is best).

Most important: ALWAYS INCLUDE THE LINK TO YOUR PAGE! The more people click through, the more they'll give!

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Step 4: Give Thanks



Today's reader is tomorrow's leader!

Sample Thank You Email for Sponsors

Dear {sponsor name},

Thank you for your kind contribution to my Readathon! Because of you and my other generous sponsors, I've been able to raise {amount raised} to help children in India. Through Pratham's Read India program, these children will now have a chance to learn and grow, just like I do everyday.

Don't forget that we will be getting a photo and story of the children we helped shortly (like Ritesh, below). I can't wait to meet the lives we've changed!

Thank you again for your support. I'm so happy I've had the opportunity to help others.

Love,

{participant}

Step 4 of a successful campaign: Give thanks! Here is a sample email to inspire you...feel free to cut and paste. And don't forget to give thanks on Facebook, too!

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Ritesh's story

"Thank you for enabling Ritesh and 19 other children like him to be a part of Pratham's Read India program. Nine year old Ritesh is in grade three. He loves to watch cartoons on television when he is not out playing cricket with his friends. He dreams of becoming a doctor one day. Before being exposed to Pratham's Read India Program, he barely had any exposure to English. But now he is beginning to string together basic sentences and manages to teach some to his family too. Thank you, for doing your bit to ensure that 'every child in India is in school and doing well'."



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Real Stories



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Divya and Seema's Story

Divya and Seema are best friends studying in grade five. They do almost everything together, including studying,

watching their favorite television show Pogo and playing interactive games on their school computers.

They both like English and math and hope to excel in these subjects to later become teachers and give other children the opportunity to learn and improve their futures.

Here are some inspiring true stories of lives changed by Pratham and people like you! These are great to share to get people to give...

Jagan's Story

Eleven-year-old Jagan is a student in Grade 5 in Rajasthan, India. He hails from a low-income family with illiterate parents. Despite this background, Jagan loves to learn and explore.

Since he has joined the Pratham Read India Program, he is learning new ways of learning. Now, Jagan can read with minimum effort and can write complete sentences in English. His favorite activity is reading storybooks.



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Additional Info



Today's reader is tomorrow's leader!

About Pratham's Read India Program

Read India is Pratham's premier program for teaching underprivileged kids the fundamentals, addressing a tremendous need to raise enrollment and learning levels of Indian children. Read India is helping to change this by teaching reading, writing and basic arithmetic skills to children in the 6-14 age group. Pratham teams mobilize and train schoolteachers, Anganwadi workers and volunteers to work with children and their mothers outside school.



To date, Pratham's Read India campaign has:

- ~ Reached 33 million children in 19 Indian states
- ~ Covered 305,000 out of the 600,000 villages of India
- ~ Mobilized 450,000 volunteers
- ~ Trained over 600,000 teachers, officials, and government workers
- ~ Raised by 20% the number of kids able to read simple sentences

About SeeYourImpact.org

SeeYourImpact.org has created a revolutionary online giving platform for the Pratham Read-a-Thon, by which donors are able to make easy and transparent transactions to help children in India, and actually see the lives changed. Within a few weeks of your donation, you'll receive a photo and story of the person, or village, you helped.

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SeeYourImpact believes that your investment should be spent entirely in the way you intend, and delivers 100% of all donations directly to charity. Donors have the option of making an additional tax-deductible gift to SeeYourImpact, to cover the cost of its services. These optional gifts allow SeeYourImpact to continue its mission to connect people who want to give back to people in need.

Questions or Comments? Email SeeYourImpact's Global Project Manager, Jamie Van Horne, at Jamie@seeyourimpact.org.