

Learning Ally Holiday Giving

FUNDRAISING TIPS AND SUGGESTIONS

1. GIVE FIRST

Nobody wants to be first - get the ball rolling 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, 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. SOCIALIZE WITH SOCIAL MEDIA

Share your fundraising page with your social media networks (Facebook, Twitter, Instagram, ETC.) 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!**

Learning Ally Holiday Giving

FUNDRAISING IDEAS

Have Fun With It!

Host a special holiday themed event or dinner and accept donations for entry

Celebrating a birthday or anniversary? Ask your family, friends, and colleagues to make a gift to your fundraising campaign in lieu of gifts.

Organize a dress down or come to work in your fuzzy pajamas day, colleagues make a donation to your fundraising page to participate.

Have a bake sale and donate the proceeds to your fundraising page.

Host a cook-off and suggest an admission fee as a donation to your fundraiser

Have Secret Santa's make anonymous gifts to your fundraising page

Got a special talent or skill? Paintings, crocheted items, gift wrapping, make gifts for your family and friends and they can "pay" for these items by donating to your fundraising page

Get creative and have fun raising funds.

**We
Appreciate
Your
Support!**

LEARNING ALLY HOLIDAY GIVING

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



Learning Ally Holiday Giving

OUR MISSION is to promote personal achievement when access and reading are barriers to learning by advancing the use of accessible and effective educational solutions.

OUR VISION is for all people to have equal opportunities to learn.

10.4 million American students struggle to read the printed word. For too many, the struggle is a barrier to education and life success.

- 20% of students with learning disabilities like dyslexia drop out of high school.
- Students with a learning disability are 3x more likely to be unemployed as adults.
- Only 14% of people who are blind or visually impaired earn college or advanced degrees.

Learning Ally is revolutionizing the classroom experience for more than **250,000 students** who struggle to read the printed word. We provide educational tools and support services to students and their families, educators, and schools to ensure our students achieve academically and thrive.

To learn more about how you can help, please **visit [LearningAlly.org](https://www.learningally.org)** call 1-800-221-4792 option 4, or e-mail Give@LearningAlly.org.