

Romance For Literacy

Welcome to the Romance for Literacy Toolkit!

We are so glad to have you be a part of the Romance for Literacy fundraising event. Whether you are an author or a reader, we have put together this toolkit with all the resources you need to start your own personal fundraising initiative for Romance for Literacy, including:

- Section 1: What is the Romance For Literacy campaign?
- Section 2: How to get involved (ideas, how to start a team, etc.)
- Section 3: Social media (post material, graphics, etc.)

Section 1:

What is the “Romance for Literacy” campaign and what are you raising money for?

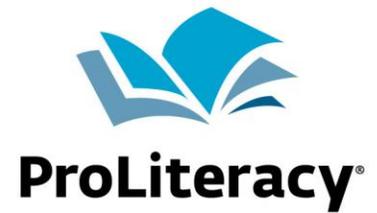
Join the Romance community and help give back to literacy!

More than 43 million adults in the United States lack basic literacy skills, two thirds of whom are women. Research shows that up to 90% of domestic abuse survivors lack financial literacy skills. Without these basic skills, women with low literacy skills often cannot get good employment, care for themselves and their families, or manage their financial lives.

ProLiteracy’s mission is to change lives and communities through the power of adult literacy. With your help, we can create online courses that will teach basic skills (such as financial literacy, health literacy, and workplace development) that women can use to become independent. A total of \$50,000 can help create one course.

These direct-to-student courses would be free for domestic violence shelters and other social service organizations to utilize for their clients. It will not only help them learn necessary skills but also develop critical foundational reading, writing, and language skills. This will give women the confidence they need to transition into a traditional adult education program, where they can earn their high school equivalency, become a U.S. citizen, or increase their basic literacy skills to create a better life for themselves and their families.

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Section 2:

How can I get involved in the “Romance for Literacy” campaign?

How to start:

- Make a donation to get the fund growing.
- Share the fundraiser on social media and your newsletter (see post ideas and graphics below).
- Spread the word to other writers and publishing professionals through your personal networks.
- Join the [mailing list](#) to get fundraising campaign updates.

Take it a step further! Create your own “team” on the campaign page. There you can:

- Have your readers make donations. Match your readers’ donations, up to a limit you set.
- Hold your own virtual signing to benefit literacy by sending signed copies to readers who donate an amount equal to the price of the book.
- Send signed bookmarks or bookplates to readers who make a donation at any level.
- Entice your readers to contribute by offering exclusive content (bonus scene, a sneak peek) to readers who give.
- Use an auction site like www.32auctions.com to hold a silent auction for signed books, swag baskets, video chats, or other items. Winning bidders “pay” by donating to your team page (as proof).
- Unleash your creativity! Come up with your own way to encourage contributions.

How do I set up my own team page?

- From the Romance for Literacy homepage (<https://proliteracy.rallybound.org/romance-for-literacy>), click on the purple button “Register” (if new to the page) or login (top right corner of the homepage) if you’ve fundraised for ProLiteracy before.
- Create an account with either your Facebook account or your name and email address.
- From the “Get Started” box, you may start a new team, join an existing team, or stay solo. If you are creating your own team, name your team and set a team goal.
- You can invite friends to join your team. An email can be sent directly from Rallybound (our giving page platform), which you have the option to customize with a personal message.
- Personalize your team page if you would like with a photo, post your personal URL to social media, email it to readers/friends/family, or connect your campaign with your social media channels to promote your team page.



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How do I join a team?

- From the Romance for Literacy homepage (<https://proliteracy.rallybound.org/romance-for-literacy>) click on the purple button “Find a Team”.
- Search for the team you would like to join by typing the team name or clicking “see list” and selecting the team name.

Want to fundraise on your own?

- From the Romance for Literacy homepage (<https://proliteracy.rallybound.org/romance-for-literacy>) click on the purple button “Register” (if new to the page) or login (top right corner of the homepage) if you’ve fundraised for ProLiteracy before.
- To fundraise without a team, click “stay solo.”

Check out these videos for help setting up your fundraiser:

<https://www.youtube.com/playlist?list=PLgQtSb1M1RldqY5lhjXkm4h1mot6rji72>

There is also a FAQ section on the top right corner of the Romance for Literacy homepage for your reference.

For technical questions, click the Contact button on the top right corner of the homepage. Our site administrator will get back to you within 24 hours.

For questions regarding ProLiteracy, the Women’s Empowerment campaign, or other topics, email Lara Pimentel at lpimentel@proliteracy.org or Amanda Wilson at awilson@proliteracy.org and someone will respond as soon as possible.

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Section 3: Use social media to spread the word!

- **Like/follow ProLiteracy’s website and social media. Feel free to share our posts about adult literacy and the challenge.**
 - Website: <https://www.proliteracy.org/>
 - Facebook: <https://www.facebook.com/ProLiteracy/>
 - Twitter: <https://twitter.com/proliteracy>
 - Instagram: <https://www.instagram.com/proliteracy/>
 - LinkedIn: <https://www.linkedin.com/company/proliteracy-worldwide>
- **Talk about the Romance for Literacy challenge by using the hashtags:**
 - #Romanceforliteracy
 - #Feelthelove
 - #ProLiteracy
- **Link to the Romance for Literacy fundraising homepage:**
<https://proliteracy.rallybound.org/romance-for-literacy>
- **Use the following sample social media post to talk about how your community can get involved:**

Example:

More than 43 million adults in the United States lack basic literacy skills, two thirds of whom are women. Help empower women through the power of adult literacy.

Rally the romance community together to make a difference:

<https://proliteracy.rallybound.org/romance-for-literacy>

#RomanceForLiteracy, #FeelTheLove

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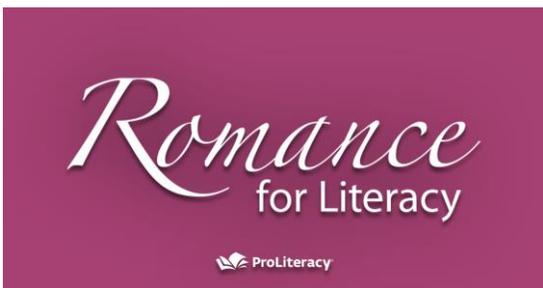


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Sample Graphics

Feel free to use these graphics on social media, your own webpages, newsletters, etc. Click on the following link to download images for Facebook, Twitter, Instagram, and LinkedIn.

[Download photos](#)



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See something we've missed, or would like more information about? Reach out to the Development team at ProLiteracy for additional help.

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