



## AMPLIFY AUSTIN 2022 FUNDRAISER GUIDE

[See the I Live Here I Give Here Fundraiser Guide](#)

*Thank you for being a Literacy First Fundraising Champion during Amplify Austin 2022! Your support truly means the world to all of us at Literacy First. The 5 easy steps listed below are all it takes to be a fundraiser, and you'll find each one explained in detail in this guide.  
Questions? Contact [sarah.lowery@austin.utexas.edu](mailto:sarah.lowery@austin.utexas.edu)*

**Step 1. Activate your fundraising page.**

**Step 2. Customize your page.**

**Step 3. Share your page via email.**

**Step 4. Share your page via social media.**

**Step 5. Thank your donors!**

**Let's get started!**

### **Step 1**

#### **Activate your peer-to-peer fundraising page**

##### **A. Starting your own Peer-to-Peer Fundraising page**

To begin a fundraising page for Literacy First, follow these steps:

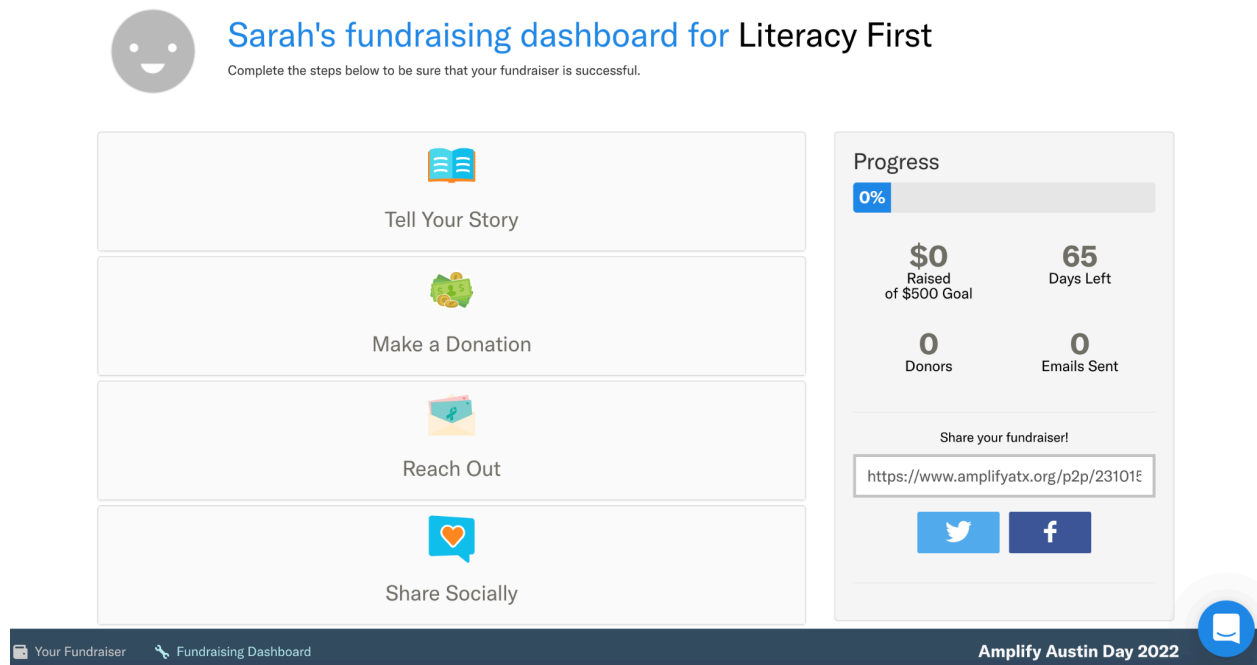
1. Head to <https://www.amplifyatx.org/organizations/literacy-first>
2. Select the "Fundraise" button to the right of the "Donate" button.
3. You'll be prompted to log in if you have an existing GiveGab account (the account used to donate or host a fundraiser during Amplify Austin).
  - a. If you've forgotten your password from a previous year, you can recover it by clicking "Forgot your password?".
  - b. If you haven't used GiveGab before, you will be prompted to sign up using your full name, email address, and a password (which you will use to access your personal fundraising page).
4. After successfully logging in, you should be taken to a page titled "Your Name's fundraising toolkit for Amplify Austin". If you're taken to your Amplify profile page instead, click the "Manage Fundraiser" button at the top right to go to your fundraising toolkit.
5. To return to your fundraising toolkit in the future, [follow these instructions](#).

*Continued on next page*

## Step 2

### Customize your fundraising page

While your fundraising page will have components of Literacy First's giving day profile, you can customize key sections to convey your goals and personal connection. You'll do so using your "fundraising toolkit", which will look like this:



A. Click on the gray smiley face to update your profile photo. You'll be brought to your "Personal Settings" page where you can upload and save your profile picture.

B. Click the "Tell Your Story" tab and complete the following sections:

1. Explain your connection to Literacy First and why you're a passionate supporter. For example:

- a. Why is it so important to give to Literacy First this year?
- b. What made you decide to make your first gift or get involved with Literacy First?
- c. What do you wish everyone knew about this cause?
- d. Why do you enjoy being involved with Literacy First?
- e. Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact?
- f. Former tutors: how did your experience with Literacy First/ACE/ACEE change the trajectory of your career/life?

2. (Optional) Set a monetary fundraising goal. This can be used as a motivational tool during your campaign! Aim your goal according to what you think you can

reach. A common fundraising goal for past Literacy First fundraisers is \$500 per campaign.

3. Add a personal image for your story. It could be a photo of you reading. [You can also use these Literacy First photos.](#)

4. (Optional) Include a video in place of the photo. Here are some Literacy First options:

- a. [Luna and London Learn to Read](#): A community of support helps sisters on their reading journeys.
- b. [A Brother and Sister Dream](#): The story of two siblings in the Literacy First program.
- c. [Bright Futures Ahead](#): Students share what they want to be when they grow up.
- d. [A Reading Start](#): A story about the impact of our program on one amazing family.
- e. [A Day in the Life](#): A student describes a typical day for Literacy First tutors.

C. (Optional) Select the “Make a Donation” tab. You can add a seed donation to your campaign. Setting an example for other donors by donating shows you’re committed to the campaign.

## Step 3

### Share your fundraising page through email

Contact your family, friends, coworkers and additional peer networks about Amplify Austin and why you choose to support Literacy First.

- A. Expand the “Reach Out” tab.
- B. To enter email addresses for your supporters, select the “Send Email” button. Enter in emails for the individuals you want to contact (you can enter in multiple email addresses).
- C. To import your contacts in order to email a larger group, click on the “Import Contacts” button.
- D. Once you’ve selected your method for entering your contacts, you’ll be prompted to create your message. This messaging feature is in plain text, so there aren’t additional formatting options.
- E. YOU CAN ALSO SIMPLY USE YOUR OWN PERSONAL EMAIL TO SHARE YOUR FUNDRAISING PAGE LINK.
- F. Suggested emailing schedule:
  - 1 email before Amplify Austin.
  - 2 different emails on Amplify Austin day
  - 1 Thank You email after Amplify Austin

**A personalized email message straight from the heart is what appeals most during Amplify Austin. Your friends and family want to know why YOU support this**

organization. [To help you get started, we've provided some sample language here.](#)

## Step 4

### Share your fundraising page through social media

Reach beyond direct connections and inform your social networks that you're supporting Literacy First during Amplify Austin!

- A. Expand the "Share Socially" tab.
- B. Facebook and Twitter buttons are readily available for easier posting.
- C. You'll also find your Fundraising Page's unique URL to share on additional social media platforms.
- D. Suggested posting schedule:
  - 1-3 posts before Amplify Austin
  - 3 posts on the giving day (include progress updates)
  - 1 Thank You post after Amplify Austin

[We've provided some Literacy First-specific sample social media language here, but feel free to customize as you see fit!](#)

## Step 5

### Thank those who donated through your fundraising page

This is your opportunity to thank your network of supporters directly. Donors will also receive an automatic message and a personalized thank you message from Literacy First.

- A. Select the "Give Thanks" tab in your P2P Toolkit.
  - 1. A full list of all donors who gave through your page will appear.
- B. Select the donors you want to thank. Segmenting your thank you messages allows you to send tailored messages to your supporters.
- C. Select the "Thank Selected Donors" button to create your plain text email. [We've provided some Literacy First-specific sample thank you language here, but feel free to customize as you see fit!](#)
- D. Once you're done, mark the donors you have thanked so you can keep track.

***THANK YOU AND GOOD LUCK!!!***

## About Literacy First

<https://www.literacyfirst.org/>

### Our Vision

Every child in Central Texas develops reading skills that allow them to realize their full potential with regard to education, economic opportunity, civic engagement, and personal development.

**Our Mission**

We partner with school districts to ensure all children are reading at or above grade level by third grade. We fulfill our mission by offering a variety of support services, with a particular focus on achieving racially equitable outcomes for growing readers, including one-to-one literacy interventions, teacher and staff training, instructional coaching, data-centered advising, and bilingual and culturally relevant reading resources and interventions.

This year, we have tutors and coaches in 33 Central Texas schools, working every day one-to-one with students to help them learn to read.

On average, each tutor teaches 20 students each year.

One-to-one sessions are the most valuable and effective form of instruction, and our tutors conduct nearly 100,000 one-to-one sessions in a year's time.

Since 1994, Literacy First has taught over 25,000 children how to read.