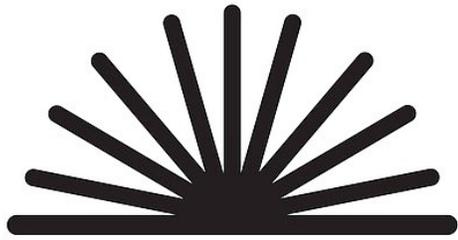


girls read for girls
TOOL KIT



girls read for girls

WHAT

Girls Read for Girls is a read-a-thon fundraiser that aims to raise awareness of gender equity issues, generate funds in support of efforts to empower girls through education, and inspire young people to make change in their communities.

Our events have generally lasted about three hours. There is a short opening educational program, followed by a two-hour reading period. We have recruited first through eighth graders girls and boys to participate.

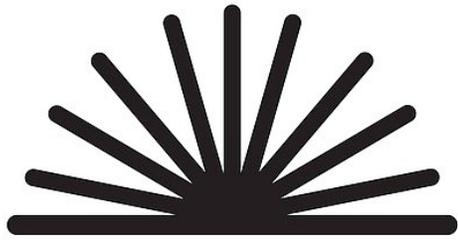
Participating readers set individual reading and fundraising goals. They reach out to family and friends to solicit per page pledges or a lump sum contribution. After the event, readers inform supporters of their success and collect contributions.

Each year, the Brooklyn Girls Read For Girls raises funds to support one of the Malala Fund's initiatives.

Last year we raised **\$15,000** and we hope to do that again this year.

We would love for you to join us in Brooklyn, but we would also love to help you start a read-a-thon in your own neighborhood or town!

[WWW. GIRLSREADFORGIRLS.ORG](http://WWW.GIRLSREADFORGIRLS.ORG)



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WHY

The first Girls Read for Girls read-a-thon was inspired by the courage and vision of Malala Yousafzai.

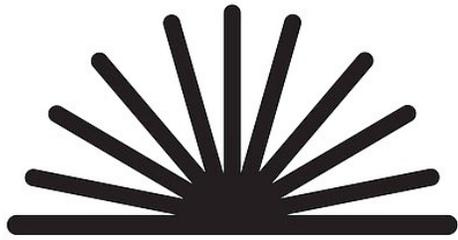
Her story introduced us to the shocking realization that millions of girls around the world don't have access to educational opportunities that we too often take for granted.

We believe that access to education is a fundamental human right and that every child deserves a chance to go to school. We believe in the power of young people to make change. As girls who have been given many privileges, we believe it is our responsibility to raise our voices in support of the girls around the world who have been silenced.

The read-a-thon is an opportunity to raise funds, but it is also an important opportunity to generate awareness of the challenges too many girls face when trying to access quality education -- girls around the globe and right here in the United States.

The Girls Read for Girls read-a-thon creates opportunities for students to learn about advocacy, fundraising, community organizing, event planning and coalition building. These skill building opportunities help young activists become more confident and effective agents of social change.

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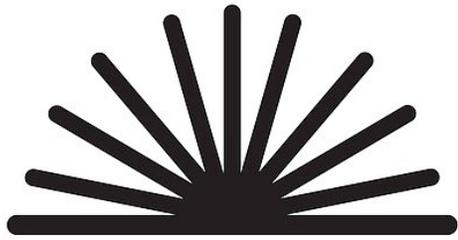
WHO

Put together an organizing team: The composition of the team and the roles they play will depend on the ages of the girls involved. Our original team consisted of four fourth grade girls and their parents. Initially, the parents did a lot of the planning and work, but over time the process has changed and the girls take on more responsibility.

The Brooklyn Girls Read for Girls engages students from a number of different schools. This year we will identify a “team captain” from each school -- a student/parent team who will be responsible for outreach at their school. They will distribute flyers, send e-mails and recruit participants.

Identify community partners: Are there community-based organizations or girl empowerment groups you could collaborate with? Do you know any cultural organizations serving immigrants and communities from the countries where the Malala Fund is working? These organizations could help you spread the word about the read-a-thon by sharing information with their mailing lists and using their social media outlets to promote the read-a-thon.

Working with partner organizations is a great way to get your message beyond your direct circle of friends and acquaintances and engage individuals with diverse backgrounds and perspectives in your efforts.



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WHO

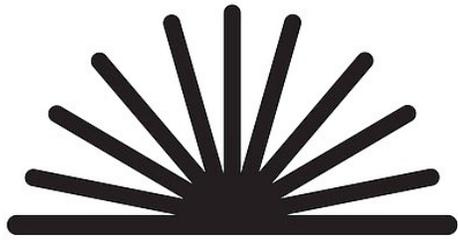
Reach out to your local elected officials: They may be interested in participating and might be able to make introductions to potential partner organizations. Supportive elected officials might also be interested in attending the event and may welcome the chance to speak to participants.

Identify local businesses that might be willing to offer support: We have been impressed by the generosity of local businesses in our area. You might be surprised at how supportive folks will be of your effort. A business may say no, but they can only say yes if you ask. Examples include:

- A copy shop owner who donated several hundred copies of our flier for the event.
- Our local bookstore provided dozens of books by Malala. We sold them at the event and the store owner then donated a portion of the proceeds to our cause.
- We worked with a local bakery to sell food at the event. This bakery donated a portion of the proceeds to our cause

You should include your partners' names (and logos) on materials advertising the read-a-thon and provide an opportunity for partner organizations to share information about their work with participants during the read-a-thon.

Recruit readers to participate: We have invited first through eighth grade girls and boys to participate in our event.



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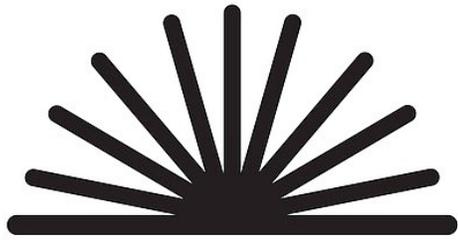
WHERE

It is important to find a venue for the read-a-thon that provides adequate space for registration and the initial speaking program, as well as comfortable space for reading. Ideally, the space will be easy to get to and also fully accessible so that all participants feel welcome.

The first two read-a-thons were held in our local branch library. They had a meeting room where we joined as a group for the opening program and then participants spread out throughout the building to read on their own. One of the reasons a library is great place to hold a read-a-thon is that the librarians can help you pull books that participants might be interested in reading. Participants may bring their own books, but it is great to have books on hand for everybody. Be sure to think about books for a range of ages and interests.

Last year we moved to the Central Branch of the library because we needed more space.

Maybe your school would be willing to host the event? Other ideas include a community center or faith based institution in your neighborhood.



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WHEN

The **Brooklyn Girls Read for Girls** event will take place this year on

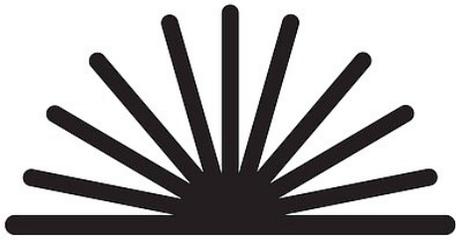


Sunday, November 15, 2015

It would be great if your event was held the same weekend, because we could think about fun ways to make all of us feel connected and generate media attention to support fundraising efforts.

One thing to note – on October 2, 2105, the film, *He Named Me Malala* will be released in theaters around the country. This is a great opportunity to generate interest in gender equity and access to education issues. Maybe you could support a screening at your local theater or distribute information about your read-a-thon to movie goers who might be inspired to get active after seeing the film!

[WWW. GIRLSREADFORGIRLS.ORG](http://WWW.GIRLSREADFORGIRLS.ORG)



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HOW

- 1 Decide who will be involved, where the event will be, and when it will be held.
- 2 Set a goal.
- 3 Identify partner organizations.
- 4 Develop an outreach plan.

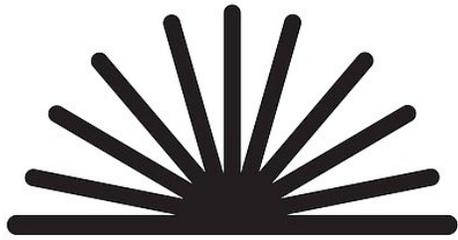
Do you need a website?

Please see www.girlsreadforgirls.com! We'd be happy to share material from our website if you'd like, just e-mail us at brooklyngirlsreadforgirls@gmail.com.

Use social media to spread the word!

Engage parents in this effort to help you think about being effective and safe in sharing information. Ask for help from your partner organizations.

Recruit volunteers to distribute fliers at school and in local businesses.



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HOW

5 Figure out the logistics for registration and fundraising.

Registration

Do you want folks to register in advance? Can they do it online? How are you going to manage participants' registration information? We have done it in different ways over the last few years – Google Forms is one option. Mail Chimp is also a very useful tool for sending out mass e-mails.

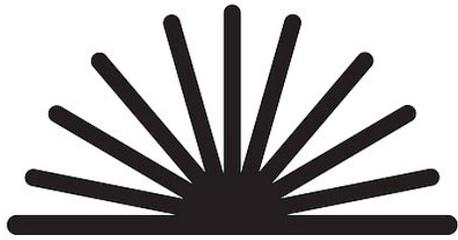
Fundraising

You are asking participants to solicit pledges and/or contributions in support of their participation in the events. Readers will reach out to friends and family, tell them about the event and share their personal reading goal. (This will depend in part on age!)

Contributions

Girls Read for Girls is working with the Malala Fund to facilitate fundraising. We hope to have a customized page for each Girls Read event that enables supporters to make online contributions directly to the Malala Fund. This makes things A LOT easier for you. Whenever possible, you should encourage credit card contributions.

You will also need a plan for collecting checks and/or cash on the day of the event. This is another job that should be supervised by parents.



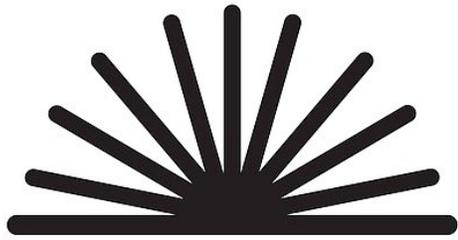
girls read for girls

HOW

6 Develop a plan for the day.

Write out detailed instructions for each step so you can share with volunteers. Keep adding to it as the day gets closer. It will help you on the day of the event – and be a huge help for next year!! Important things to think about:

- Set-up
- Registration
- Pre-program activities or speakers
- Selling t-shirts
 - Need to order well in advance
 - You'll need change for purchasers
- Food
 - Make sure you check with the venue and know what their rules are
 - Also make sure you have a clean up plan in place
- A designated place to share partner materials
- Program
 - Designate someone to take photos of the event – you'll want them later!
 - Where will folks go to read? Are there books for everyone?
 - Who will monitor the reading areas?
 - What is the process for checking out participants
 - What is your process for collecting funds on the day of the event?



girls read for girls

HOW

7 Prepare a program.

Your opening program should not be long -- 20-30 minutes tops!

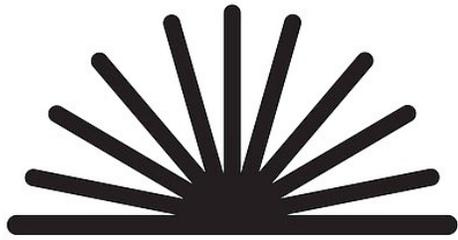
It should be informative, inspiring and engaging. Make sure it is accessible for all participants. (One year we invited a very dynamic speaker who was great, but the younger participants found it very difficult to maintain interest.)

Invite speakers who can help participants learn more about the issues and challenge participants to think critically about what it means for girls in our communities to be meaningful and effective allies with girls around the globe facing very different sorts of challenges.

Write a script for the program – stating very clearly how much time is allotted for each speaker. Do not let any speaker speak very long, and make sure you are thoughtful about including a diversity of voices and perspectives.

If possible - it would be great to include some creative performance – dance, song, spoken word.

Make sure you leave room in the program to say thank you to the community partners, volunteers, hosting organization and most important all the participants!



girls read for girls

HOW

8 Follow up!

Make sure you communicate about the success of the event! Tell people as soon as you can about how much your event raised! Congratulate participants and urge them to collect any outstanding pledges.

Thank yous are REALLY important! Reach out to your partners and volunteers. E-mails are great, but people like to receive a written note.

Keep participants excited about future events!

Let us know how Brooklyn Girls Read for Girls can help support your read-a-thon!

We can provide the following materials:

- ~ logo
- ~ flier
- ~ email template
- ~ sample program
- ~ registration spreadsheet