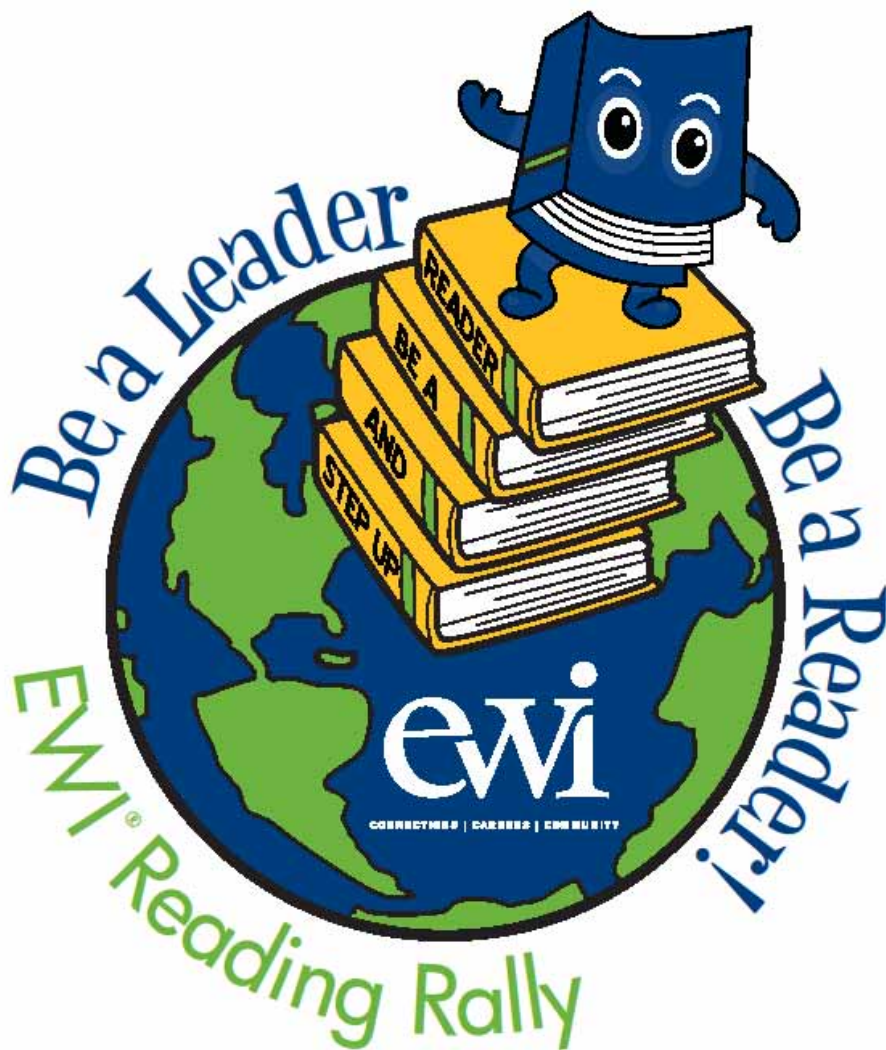


EWI[®]
2009 Reading Rally
Tool kit



EWI Reading Rally Tool kit

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Welcome to the EWI Reading Rally!

Literacy makes a difference..... You make it happen...

In 1992 EWI® adopted literacy as its international philanthropy project and since then has touched thousands of young lives with the gift of reading and learning through Reading Rally events.

One of the goals of the 2008-2009 Corporate Reading Rally Committee is to encourage EWI Chapters that have not participated to join in the fun as well as to provide the resources to make the planning of the event easy to manage.

Perhaps hosting a Reading Rally event has seemed a little overwhelming for your Chapter, added to all the other personal and professional responsibilities you have. We want to let you know that there are many ways to plan a Reading Rally event, and whether you touch the life of 1 child or 500 children, ***you are helping families, our communities, our nation, and our world increase literacy!***

Take the first step!

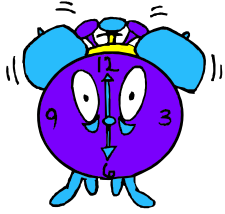
- Chapters have had great success simply donating books to local community organizations such as the Boys & Girls Club. There is so much need! It can be as simple as getting a 'wish list' from the organization and helping make the wishes come true.
- Chapters have had great success coordinating with schools or charitable organizations for reading and story time activities. Libraries, children's hospitals, YMCA's, children's shelters... they are waiting to hear from you!
- Chapters have had great success sponsoring a reading rally in their communities.
 - Sponsor a Reading Rally without a guest speaker
 - Sponsor a Reading Rally with a guest speaker either from your community or through a literacy partner like Scholastic!

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

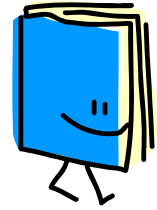
Anne Frank

Thank you for your participation!

The 2008-2009 Corporate Reading Rally Committee



2009 Reading Rally Timeline



-  **T-Shirt Ordering Deadline** **4 Weeks Prior to Event**
(Form enclosed on page 26)


-  **Corporate Reading Rally Event** **LCAM Sept. 25**

-  **2009 Chapter Reading/Writing Rally Events** **Oct. 1-31**

-  **Share Event Stories/Pictures for Corporate Website** **Nov. 1st**
(Form enclosed on page 27)

-  **Send Thank-You to Sponsors & Participants**
2 Weeks After Event - (Sample letter on page 19)

Looking Ahead!!

-  **Report results on 2009 Reading Rally** **Dec. 31**
(Forms 29 & 30 are available in the EWI Procedure Manual. Samples on pages 23-25.)

Books & Basics!

Suggestions for *basic book-drives and donations*

- 📖 Donate books/supplies to community organization. (Ex: Boys and Girls Club, YMCA, homeless shelters, etc.) Attach EWI book labels to the inside cover of the donated books.
- 📖 Obtain a “literacy wish list” from the organizations and help fulfill list.
 - ✍ This may include book-making supplies such as paper, crayons, pencils, etc.
- 📖 Organize a community-wide book drive and donate the books to a school or community organization. Attach the EWI book labels to the inside cover of the donated books.

Checklist Overview:

- 📖 Coordinate obtaining books & supplies through donations by Chapter member firms/representatives, outside entities, etc.
- 📖 Attach EWI book labels (obtained from the Corporate Office) inside the books that are given to the kids/partnering organization.
- 📖 Plan to send press releases prior to the event – *See Media Tips (page 28) for details!*
- 📖 Create a list of volunteers to assist with book donations, inserting book labels, delivery, etc.
- 📖 Coordinate schedules/timing for inserting labels, delivery of books, etc.
- 📖 Meet with the organizations (schools, clubs, etc.) where you will be conducting the event to coordinate timing, follow-up, etc.



“If We Build It, They Will Come!”

Suggestions for *building/updating reading facilities*

- 📖 Assist a school or non-profit organization to **create** a library or reading room for kids.
 - ✍ Assistance may be at any level, including providing reading lights, décor (pictures for the walls), chairs, bookshelves, painting, providing carpeting, etc.
- 📖 Assist a school/non-profit organization to **update** their library/reading room.
 - ✍ Assistance may be at any level, including providing reading lights, décor (pictures for the walls), chairs, bookshelves, painting, providing carpeting, etc.

Checklist Overview:

- 📖 Coordinate obtaining books & supplies through donations by Chapter member firms/representatives, outside entities, etc.
- 📖 Attach EWI book labels (obtained from the Corporate Office) inside the books that are given to the kids/partnering organization.
- 📖 Plan to send press releases prior to the event – *See Media Tips (page 28) for details!*
- 📖 Create a list of volunteers to assist with book donations, inserting book labels, remodel project, etc.
- 📖 Coordinate schedules/timing for inserting labels, delivery of books, etc.
- 📖 Meet with the organizations (schools, clubs, etc.) where you will be conducting the event to coordinate timing, follow-up, etc.



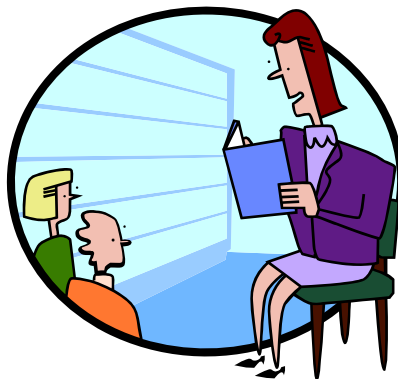
“Once Upon a Time”

Suggestions for *arranging reading activities*

- 📖 Coordinate with schools or non-profit organizations to host reading activities.
 - ✍ Possible groups to contact: public libraries, Boys and Girls Club, children’s hospital, YWCA, YMCA, children’s shelter, etc.
 - ✍ Create “reading stations” for varying grade-levels.
 - Have volunteers at each station to read.
 - Provide each child with a book.
- 📖 Coordinate a “guest reader” for a school or non-profit organization.
 - ✍ Provide each child with a book.

Checklist Overview:

- 📖 Books/Supplies donated by Chapter member firms/representatives, outside entities, etc.
- 📖 Attach EWI book labels (obtained from the Corporate Office) inside the books that are given to the kids/partnering organization.
- 📖 Plan to send press releases prior to the event – *See Media Tips (page 28) for details!*
- 📖 Create a list of volunteers to assist with donations, remodel project, etc.
- 📖 Coordinate schedules/timing for inserting labels, delivery of books, etc.
- 📖 Meet with the organization where you will be conducting the event to coordinate timing, follow-up, etc.



Read, Write, Win!

Suggestions for *organizing reading/writing rallies using local guests or authors*

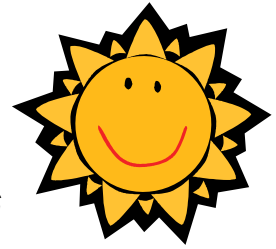
- 📖 Host a Reading/writing Rally with local guest speaker.
 - ✍️ Host may be someone inside the Chapter, firm executive, a local “celebrity” or author.
 - Example: EWI of Spokane sponsored a Reading Rally with a local author of children’s poetry. The author has been the guest at subsequent Reading Rally events.
- 📖 Create a “book-making” kit for kids that include a booklet to create a story, writing instrument (pencil, crayons for illustrations), book to keep (from guest author or Chapter pick).
 - ✍️ Coordinate snacks and beverages for the event
 - Keep it simple! Juice bags, wrapped cookies, fruit snacks, etc.
 - Donations are helpful



Checklist Overview:

- 📖 Contact a local entity, author, etc. to secure their schedule for the event.
 - ✍️ Use the Internet to find authors in your area.
 - ✍️ Contact local bookstores to obtain information on local authors (bookstores often have book readings or signing with local authors).
 - ✍️ Utilize your Chapter representatives to determine potential guests or “celebrities” within your community.
- 📖 Coordinate obtaining books & supplies through donations by Chapter member firms/representatives, outside entities, etc.
- 📖 Attach EWI book labels (obtained from the Corporate Office) inside the books that are given to the kids/partnering organization.
- 📖 Plan to send press releases prior to the event – *See Media Tips (page 28) for details!*
- 📖 Create a list of volunteers to assist with book donations, inserting book labels, delivery, etc.
- 📖 Coordinate schedules/timing for inserting labels, delivery of books, and event.
- 📖 Meet with the organizations (schools, clubs, etc.) where you will be conducting the event to coordinate sign-ups, event timing, follow-up, etc.

Relax... and Read! ***Suggestions for summertime activities***



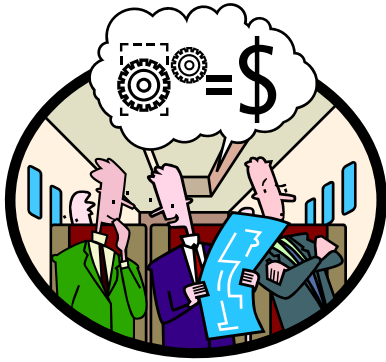
SUGGESTIONS:

- 📖 Host a Reading Rally contest.
 - ✍ Coordinate with a local library or non-profit group.
 - ✍ Provide stamps/prizes for kids.
 - ✍ Provide participants with a book.
- 📖 Sponsor a visit to a local museum, science center or planetarium, followed by a story about that topic.

Checklist Overview:

- 📖 Books/Supplies donated by Chapter member firms/representatives, outside entities, etc.
- 📖 Attach EWI book labels (obtained from the Corporate Office) to books being donated.
- 📖 Press Release – *See Media Tips (page 26) insert for details!*
- 📖 List of volunteers to assist with book donations, inserting book labels, delivery, etc.
- 📖 Coordinate schedules/timing for book drive, delivery of books/materials, and event.





Planning Your Event

1. Determine your time and resource budget.
 - a. Who is available to participate?
 - b. How much money does the Chapter want to spend?
 - c. Will the activity require donations?
 - i. If so, what firms/businesses?
2. Develop a timeline, based on the activity end date.
 - a. Include the time necessary to purchase, collect and deliver items.
3. Contact the organization/school to obtain a contact person, determine timing, event dates, method of letting the kids know about the event, etc.
4. Contact guest speakers, if applicable, to reserve the day of the event.
5. Determine a plan to inform the media.
 - a. Develop a “news piece” that briefly describes the activity. This can be used for press releases, news articles, reports, etc.
 - b. See the Media Guide (page 26) for details!



Sample Story Frame

Questions the facilitator can use to help everyone learn how to be a great storyteller/story creator:

“A good story must be put together with just the right ingredients:”

- 1) When does the story begin? (Long, long ago... Once upon a time... It was a dark and stormy night... etc.)
- 2) Where does the story begin? (In a dark, gloomy forest... At the pet store... In my room... etc.)
- 3) Who are the characters in the story? (Grandma Ruth... Skippy the dog... My favorite teacher... etc.)
- 4) Where do the characters go? (Into a secret cave... Nestled in the very middle of my feather bed... To a white sandy beach... etc.)
- 5) What problem(s) do the characters encounter in the story? (The road was blocked by a fallen tree and they couldn't get past the... Coach Stevens, the baseball coach, was hit by a ball at the game... etc.)
- 6) How do the characters solve the problem? (Working together, they find a way to cross the lake... Using all of her strength, she thought of a way to outsmart the... etc.)
- 7) How does the story end? (All of the animals, except the King Cat, went to the kennel and lived happily ever after... The sun set on another day at the beach... All the kids got hot fudge sundaes for dinner... etc.)



Suggested Venues & Partners

Venues

- Boys and Girls clubs
- YMCAs
- Crisis centers
- Shelters
- Hospitals
- Community centers
- Church hall
- Member firms
- School gymnasiums
- Public libraries

Partners

- Schools
- Boys and Girls clubs
- YMCAs
- Crisis centers
- Day care centers
- Head Start programs



SAMPLE



HEY KIDS!!

IT'S A READING RALLY

Sponsored by: (Your Chapter)

WHAT?

It's the third annual Reading/writing Rally sponsored by Executive Women International (EWI®)!

WHEN?

Saturday, October 27, 2001
8:30 a.m. – 11:30 a.m.

WHERE?

Browne Elementary Gymnasium – 5102 Driscoll Blvd, Spokane WA

WHO CAN PARTICIPATE?

Any 2nd through 5th grader that likes to read, write and have fun!

WILL THERE BE SNACKS?

YES! Snacks and a beverage will be provided!

ARE MATERIALS PROVIDED?

YES! A book bag filled with book-marking supplies, an official EWI Reading Rally t-shirt and your very own book signed by our local guest author Kenn Nesbitt, writer of kids' poetry will be included!

ARE THERE PRIZES?

YES! EWI of Spokane will select winners from each grade level. Prizes will be given for first, second, and third place.

SPONSORSHIP REQUEST SAMPLE

Current Date

Store Manager
Wal-Mart Store
Mailing Address
City, State, Zip Code

Re: Executive Women International® Reading Rally/International Literacy Project

Dear Manager:

Executive Women International (EWI®), established in 1938, is a 501(c)(3) non-profit, premier businesswomen's organization with 72 chapters and 2,700 representatives in the United States, Canada and Europe. The mission of EWI is to bring together key professional individuals from diverse businesses for the purpose of:

- ✓ Promoting their firms
- ✓ Enhancing personal and professional development
- ✓ Encouraging community involvement by the individuals and the firms they represent

At the corporate and chapter level of EWI, other than educational scholarships, the focus is on literacy. We feel that each child's success in school and in society is dependent on the ability to read and write. Unfortunately, according to the U.S. Department of Education 2008 Revised Performance Plan, over 30% of students do not have the skills needed to achieve proficiency ratings on state reading assessments. To encourage children to read and write, EWI chapters will be hosting an "EWI Reading Rally" the month of October 2008.

EWI of [insert chapter name] is planning a [3-hour] event on [date] where [number students/adults targeted] are invited to [location]. We will have a 20-30 min. presentation by [details of author/storyteller etc.]. The children will then write and illustrate their own book with the help of EWI volunteers. We feel the EWI Reading Rally will have a positive impact on the children and will potentially improve their school performance as it takes place early in the year. The Reading Rally is designed to encourage and stimulate children to improve their reading and writing skills, which will raise their self-esteem.

As a committed sponsor of the EWI Reading Rally, EWI of [chapter name] would like to apply for a \$1000 planning grant from Wal-Mart stores to help underwrite our program. We would also welcome any volunteers from Wal-Mart who want to volunteer the day of the Reading Rally. We feel that the EWI Reading Rally will encourage children to read and write and will ultimately make a difference in [city] because these children will grow up to be valuable, contributing citizens.

Thank you for your consideration. If additional information is needed, please contact [name, address, phone].

Sincerely,

NOTE: All requests for funding must be directed through the Wal-Mart Stores, SAM'S CLUBS, Neighborhood Markets and Distribution Centers. Contact the Manager at your local Wal-Mart Stores and SAM'S CLUBS and inquire about their funding opportunities for Education, Children, and Community Involvement. Your request for donation letter may be directed toward EWISP and ASIST as well as the Reading Rally. Proposals mailed directly to the Wal-Mart Foundation will not be considered.



Media Tips

The following lists tips that will assist you in preparing for media participation at your Chapter's sponsored event.

1. Complete a press release using the guidelines provided in the sample. Be sure to include contact information and the Corporate Website: executivewomen.org.
2. Identify a unique angle about your event (i.e. you are donating books to a local children's hospital or helping to build a school library, etc.) **ⓈIMPORTANT:** Be sure to contact the school/organization to ensure they would be willing to have a reporter/photographer come to cover the Reading Rally event.
3. Contact your local newspapers, TV, radio stations and get their fax numbers and e-mail addresses in order to send them a copy of the Reading Rally press release. **ⓈAssignment Editors or Community Event Contacts are the best sources**
4. Send the press release 3-4 days prior to the event and again the evening prior to the event. (Often times, assignments are made the evening prior to an event.)
5. Prior to the event, ensure that each child attending has a completed and signed Media Release form (Form 28) so the media can take photos and/or interview the children.

THIS IS A SAMPLE FACT SHEET USED BY EWI. YOUR CHAPTER CAN CUSTOMIZE IT BY ADDING BULLETS

Fact Sheet

- *Executive Women International*[®] (EWI[®]) is a nonprofit organization of leading business, service and professional companies. It is unique in that the firm is the member, as opposed to the individual.
- EWI's mission is to bring together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development and encouraging community involvement.
- Founded in 1938 by Lucille Johnson Perkins in San Francisco, EWI was originally called Executives' Secretaries Inc. Its intent was to bring together key women who worked with top executives of first-rate firms in noncompetitive areas of business. With women's roles growing in the management work force and more representatives holding executive positions, in 1977 the organization became *Executive Women International*.
- Today, over 2,500 companies and 2,700 representatives are members of EWI in 72 Chapters located in major cities throughout the United States, Canada and Europe. EWI is the premier organization for networking and leadership development for today's business professionals and their firms.
- EWI professional development opportunities range from a comprehensive, proprietary Academy of Leadership series, a bi-annual Leaders Summit for graduates of the Academy program, and an online resource with leadership themes and skill-building teleseminars called the Leadership Link. Professional development is cited as the key benefit to individuals.
- EWI offers three competitive and valuable scholarships: Executive Women International Scholarship Program (EWISP) that awards up to \$10,000 to eligible high school juniors, Adult Students in Scholastic Transition (ASIST) which provides a dozen \$2,500 scholarships to adult students in career transition, and EWI Fellows that awards between \$3,000 and \$5,000 to EWI members enrolled in an undergraduate, graduate or post-graduate program.
- EWI philanthropic initiatives focus on literacy – a message that is annually brought to more than 17,000 children across the country through innovative partnering and marketing. Each year, nearly 700 volunteers devote time, hard work and funds to make their EWI Reading Rally events successful.

(Press Release Template)

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT

(Insert Your Name)

Phone: (Insert Your Phone Number)

Fax: (Insert Your Fax Number)

E-mail Address: (Insert your Email Address)

EXECUTIVE WOMEN INTERNATIONAL[®] OF [CITY NAME] PARTICIPATES IN INTERNATIONAL LITERACY CAMPAIGN

(Your City spelled out, your State abbreviated, today's Date, 2009) Executive Women International[®] (EWI) of [city] is proud to announce that it is taking part in the 2009 EWI International Reading Rally during the month of October, an event designed to promote reading and writing to children. As part of EWI's ongoing literacy campaign, EWI of [city] will join other EWI chapters in hosting their Reading Rally event held on (insert date(s)).

EWI of [city] has invited (if applicable, insert names of those joining you for the project) to join them on (date) at (Place of the Event), (Location Address), from (Begin Time) to (End Time). **(Give Full Project Description).**

EWI chapters across North America have enlisted the aid of corporations, writers, teachers and many others to promote reading and writing opportunities to children. To learn more about EWI chapters' participation in the 2009 International Reading Rally, visit EWI's corporate website at: ewiconnect.com.

EWI was founded in 1938 to give businesswomen from diverse industries a forum for promoting their firms, enhancing their personal and professional development, and engaging in community activities. Today, 2,500 companies and 2,700 representatives are members of EWI. With over 72 chapters located in major metropolitan cities in the United States, Canada and Europe, EWI is one of the world's premier organizations for businesswomen and their firms.

(end)

Lines should be double-spaced. Headline should be in all caps. Release should be on EWI letterhead.
Send out the release two weeks prior to the event, one week prior, the day before the event and the day of the event.

Media Release

Project Name/Chapter:	Date:
-----------------------	-------

I consent for all purposes to the sale, reproduction and/or use of photographs and voice recordings by Executive Women International and by any nominee and designee of Executive Women International, including any agency, in all forms and media including television and advertising.

In giving this consent on a work for hire basis, I release Executive Women International, their nominees and designees from liability for any violation of any personal or proprietary right I may have in connection with such sale, reproduction or use.

I am more than 18 years of age, or am the parent or legal guardian of the minor named below and have the legal authority to execute the above consent and release. As parent/legal guardian for the named minor, I approve the foregoing and waive any rights in the premises for and on behalf of said minor.

SIGNATURE	PRINTED NAME

Under 18 Requires Guardian's Consent

PARENT/LEGAL GUARDIAN SIGNATURE	PARENT/LEGAL GUARDIANOR SIGNATURE (Please print)

ROUTING INSTRUCTIONS: Return one copy to Chapter Secretary and one copy to the Executive Director at the Corporate Office.



Reading Rally 2009 T-Shirt Order Form
 Orders must be received in the Corporate Office by **August 31, 2009**.
 Please allow approximately 10 business days for processing.
All orders must be accompanied with payment.

Chapter: _____

Date of Reading Rally Event: _____

Ship to:

Contact: _____

Firm Name: _____

Address: _____

City/State/Zip: _____

Payment:

Check # _____ in the amount of \$ _____
 (Make check payable to EWI)

Charge \$ _____ to the following credit card:

MasterCard Visa American Express Discover

Card Number: _____

Expiration Date: _____ V-CODE: _____
 (V-Code is last three digits on your card's signature line.)

Card Holder Signature: _____

Item being ordered: White Gildan, 6.1 oz heavyweight T-shirt with EWI Reading Rally 2009 Design

Type	Size	Quantity	Cost	Subtotal
Youth	Medium (10-12)		\$6.50	
	Large (14-16)		\$6.50	
Adult	Small		\$6.50	
	Medium		\$6.50	
	Large		\$6.50	
	X-Large		\$6.50	
	XX-Large		\$6.50	
	XXX-Large		\$6.50	
			Total:	

Mail or fax orders to:

515 S 700 E Suite 2A
 Salt Lake City, UT 84102
 T: 801.355.2800
 F: 801.355.2852
 E: ewi@ewiconnect.com

Note: Billing includes freight charges.

515 South 700 East Suite 2A / Salt Lake City, Utah 84102 / ewiconnect.com / Phone: 801.355.2800 / Fax: 801.355.2852



B/C/DP Projects Participation Form

Chapter:	Date:
----------	-------

Each Chapter must complete this form annually for each philanthropy project (regardless of participation) and return to the Corporate Office by December 31.

***** **EWISP** *****

This year (2__) our Chapter: did participate in **EWISP** did **not** participate in **EWISP**

Name of Chapter EWISP Chair _____ Firm _____

Business Phone _____ E-mail _____

Chapter Deadline to receive applications: _____ Number of Awards given: _____

Amount of Each Award \$ _____ **Total Dollars Awarded \$** _____

Next year (2__) our Chapter: plans to participate in **EWISP** does **not** plan to participate in **EWISP**

Total Dollars to be Awarded Next Year (anticipated) \$ _____

If your Chapter does not plan to participate, please explain:

***** **ASIST** *****

This year (2__) our Chapter: did participate in **ASIST** did **not** participate in **ASIST**

Name of Chapter ASIST Chair _____ Firm _____

Business Phone _____ E-mail _____

Chapter Deadline to receive applications: _____ Number of Awards given: _____

Amount of Each Award \$ _____ **Total Dollars Awarded \$** _____

Next year (2__) our Chapter: plans to participate in **ASIST** does **not** plan to participate in **ASIST**

Total Dollars to be Awarded Next Year (anticipated) \$ _____

If your Chapter does not plan to participate, please explain:

B/C/DP Projects Participation Form

Chapter:	Date:
----------	-------

***** READING RALLY *****

This year (2___) our Chapter: did participate in **Reading Rally** did **not** participate in **Reading Rally**

Name of Chapter Reading Rally Chair _____ Firm _____

Business Phone _____ E-mail _____

Reading Rally Funds Received (list amount and sponsors):

Next year (2___) our Chapter:

plans to participate in **Reading Rally** does **not** plan to participate in **Reading Rally**

If your Chapter does not plan to participate, please explain:

Signed: _____ **Date** _____
(Chapter President)

ROUTING INSTRUCTIONS: Send one copy to the Corporate Office by **December 31**.
Please submit in conjunction with **Form 30: Philanthropic B/C/DP Projects: Annual Report**.



**Philanthropic B/C/DP Projects
Chapter Annual Report
(including Reading Rally / excluding EWISP and ASIST)**

Chapter:	Date:
----------	-------

Describe all Chapter philanthropic projects for this year (2___) including participation in the EWI Reading Rally. For each project, list the name of the organization, school, etc. you assisted, the dates of your participation, the number of children and adult participants, how you provided assistance, and the impact you feel you made. Include dollar amounts if applicable. Attach additional sheets as necessary.

Organization/School/Entity	Dates	# Children Participants	# Adult Participants	Assistance Provided/Impact

Describe any Chapter philanthropic projects anticipated for next year (2___) including participation in the EWI Reading Rally.

Organization/School/Entity	Dates	# Children Participants	# Adult Participants	Assistance Provided/Impact

Completed By:	Date:
---------------	-------

ROUTING INSTRUCTIONS: Return to Corporate Office by December 31.
Please submit in conjunction with Form 29: B/C/DP Projects Participation Form.



B/C/DP Thank You letter for Reading Rally Participation

Exhibit 62
Page 1 of 1

Date

Contact's name
School, Agency or Affiliation's Name
Address
City, State Zip

Dear _____:

On behalf of EWI® of _____, please accept our sincere thanks for your (school's or agency's) participation in our Reading Rally this year. We believe very strongly in the importance of giving back to the communities in which we live and work, and one of the ways we accomplish this is through our philanthropy project of promoting literacy.

Your time and efforts toward this project are greatly appreciated. We believe the children and volunteers found the Reading Rally to be a worthwhile learning experience and are proud to be part of the efforts to combat illiteracy.

Once again, thank you for your participation.

Sincerely,

Share Your Reading Rally Event!

Use this form to share your Chapter's 2009 Reading Rally event. Please include photos if available. These highlights will be used on the Corporate Website and in EWI communications. If you have photos, please ensure parents have signed a media release form.

Chapter: _____

Event Date: _____

School/Organization: _____

Guests: _____

Event Description: _____

Media Contact Plan: _____

**Please return form to KIMMI WOLF in the Corporate Office by
November 13, 2009**