



CONNECTIONS | CAREERS | COMMUNITY

# Reading Rally Guide



# **EWI READING RALLY GUIDE**

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# Literacy Makes a Difference....

## YOU Make It Happen!

### Welcome to EWI's Literacy Program – the Reading Rally!

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

One of the goals of the 2009-2010 Corporate Reading Rally Committee is to encourage EWI Chapters who have not participated in the Literacy Program to join in the fun, as well as provide resources to make planning 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 there are many ways to plan a Reading Rally event, and whether you touch the life of one or 500 children, **you are helping families, our communities, our country 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, community centers, shelters and retirement communities, veterans' hospitals and nursing homes. There is so much need! It can be as simple as getting a "wish list" from an organization and helping make the wishes come true.
- Chapters also have had great success coordinating with schools or charitable organizations for reading and story time activities. Libraries, children's hospitals, YMCA's, shelters...they are waiting to hear from you!
- Other Chapters have had great success sponsoring a Reading Rally in their communities by hosting a guest speaker either from the community or through a literacy partner like a library, publisher, or book store. Some Chapters have also established reading rooms at a community organization or a library which can be as simple as obtaining book shelves and filling them with books!

The need is great – no matter where you live, there are children and adults waiting to learn to read. EWI can be the turning point in their lives through a Reading Rally, by giving them a book, or the opportunity to listening to a storyteller, or a chance to write their own story. Thank you for making this a reality for them!

# 2010 Reading Rally Timeline

- ✓ **Chapter Report Results on 2009 Reading Rally** **January 15, 2010**  
(Forms 29 and 30 are available on the website in the  
EWI's Procedure Manual.
  
- ✓ **Chapter T-shirt Ordering Deadline** **4 Weeks prior to event**
  
- ✓ **Corporate Reading Rally Event** **LCAM Thursday, September 23**
  
- ✓ **2010 Chapter Reading/Writing Rally Events** **October 1-31**
  
- ✓ **Share Chapter Event Stories/Pictures for  
Corporate Website** **November 15**
  
- ✓ **Send Thank-You Notes to Chapter Sponsors,  
Donors and Participants Two Weeks After The Event**



# Planning Your Event

## Location... Location... Location

Get to know your community. List possible literacy partners of your Reading Rally like schools, organizations such as Boys & Girls Club, YMCA, YWCA, Girls, Inc., Boy & Girl Scouts, shelters, hospitals, orphanages, community centers, churches, libraries, etc. – any place where there are children! Where is the greatest need? It is usually the inner city schools and organizations that need the most assistance. Your first step is to identify who will benefit from your Reading Rally event.

## Planning

Once you have selected the school or organization, the next step is to plan the event.

- 1) Be aware of school vacations. Make your contact with schools early in the year before spring break, and definitely before school goes on summer vacation. Starting your planning in September can prove to be too late to get on the school calendar and does not allow the Reading Rally committee and Chapter enough time to organize, secure donations and plan the event.
- 2) What type of activity does the Chapter want to support (i.e., donate books, hold a Reading Rally, build a reading room or library, etc.)?
- 3) Determine your time, budget and resource needs. Collecting books will be different than building a reading room, not only in time but in expense.
  - a) Will you need a fund raiser?
  - b) Is there money in the budget?
  - c) Can we get sponsors from the community and our firms?
  - d) How many members will we need to hold the Reading Rally?
- 4) Meet with the directors or administrators of the organization or school that will be the recipient of your Reading Rally efforts.
  - a) Do they have a literacy program in place?
  - b) What are their needs?
  - c) What activity suits their school schedule?
  - d) What dates are available in October?
  - e) How long will the activity take?
  - f) What age children will be involved in the Reading Rally?
  - g) How many children will be involved?
  - h) What area will the activity take place? Gymnasium – classroom – other?
  - i) Will snacks or other food be involved in the activity?
  - j) Will this activity be during the day or an evening event?
  - k) Will the activity include parents?
  - l) Does the school/organization have a newsletter?
  - m) How will the event be publicized to the parents and children?
  - n) Does the school have any restrictions regarding activities?
  - o) Develop a timeline.
  - p) Set up an agenda of duties for those involved in the Reading Rally event.
  - q) Communicate all plans with organization, Chapter members and volunteers.

# Planning Your Event (Continued)

## Involving the Community

- 1) What firms/businesses can be approached for donations and sponsorships? Based on what you want to provide in your event – books, school supplies, backpacks, uniforms, Reading Rally T-shirts, or food, you will need support from member firms and community businesses. Of course, this depends on the size of your event and what your goals are.
- 2) Will outside resources will be needed (i.e., author, storyteller, celebrity, etc.) for a Reading Rally? Your local library and book stores can be helpful in providing information on visiting authors and local storytellers. If your city has a sports team that does volunteer work for the community and especially children, perhaps you can partner with them for your Reading Rally.
- 3) Will you be partnering with another organization – public library, the zoo, the arts community? Sometimes this is beneficial as it broadens the amount of monetary support, involvement and participation by other people, and sharing of resources.
- 4) How will the event be publicized – newspaper, TV, radio, school posters, mailings to parents? Work with the school or organization to publicize your event. Does the Chapter have a media organization as a member firm? Is there someone in the Chapter that has experience with the media? (See Media Guide attached.)
- 5) What Chapter members will be involved the day of the event, to work with the children, for publicity, photos, obtaining supplies/materials/donations, to help with any food that is served, to acknowledge any gifts received, etc.? Make a schedule of assignments and timeline. Share this with the members, media and the organization where the Reading Rally is to be held.



# Books and Basics

## Suggestions for basic book drives and donations

Before you donate books, you must GET books! These can be obtained many ways:

- Hold a book drive in your community to collect books (include Chapter firms, employees and family, friends and Chapter members) of new and/or gently used books.
- Contact local book stores and half-priced book stores for donations. Also, some cities have libraries that make available at certain times of the year, used library books at greatly reduced prices that are still in usable condition.
- Contact children book publishers like First Book at <http://www.firstbook>, and others and register your event to receive free books (pay for shipping only).
- Many publishers, like First Book, Scholastic and others, have books that can be purchased at terrific discounted prices. Check the internet for other children book publishers and contact them for discounts, donations and sponsorships.
- Are there book publishers in your city or state? Contact them as possible sponsors of your event or to obtain information on local authors who might speak or offer discounts on their books. Also, local books stores would have a schedule of visiting authors to their stores.
- Perhaps your Chapter has set aside money in your Reading Rally budget to purchase books. Look for great discounts on seasonal books, theme, or age related books available from publishers.

Attach a EWI book label inside the book cover to all books being donated. These can be obtained from the Corporate Office. Also, the Reading Rally logo makes a great coloring project for children too young to write a story.

## Other Donations

Perhaps you want to donate school supplies along with books to the children, backpacks, school uniforms or fill a school or organization's "wish list". Your first line of communication is with your member firms and firms/businesses in your community to obtain donations. Whether it be from Wal-Mart, Target, Sam's Club, Kmart, Dollar Stores, or any discount store, a letter requesting the donation must be sent early enough for these retailers to include in their budgets for community giving. Match the need with a possible supplier in your area. (See sample letter on page 13.)

# Building and Remodeling

## Suggestions for Building/Updating Reading Facilities

Building a space for reading or furnishing book shelves to hold books are certainly rewarding ways to bring literacy to many, make an impact on the community and create great publicity for EWI and the Chapter. However, this is a little more involved than just collecting books and needs the support of the Chapter members and firms in the community and needs an investment of time, planning, labor, and fund raising.

To CREATE or REMODEL a library, reading or tutoring room for kids requires finding that need in your community. Identify that organization, school, shelter, etc. to partner with and determine the needs to make the library or reading room a reality.

**What are the needs?** Is it painting, lighting, shelving, books, seating, tables, carpeting, décor, signage, or other needs? Are there special requirements such as color schemes that need to be followed, or space limitations that need to be considered? If you are furnishing a tutoring room, what school supplies do they need? Do they need maps, graphs, reference books, school supplies and other furniture? Your meeting with the organization will answer all these questions and match them with your resources.

**What are your resources?** Companies to partner with can include paint stores, lighting firms, furniture and decorating stores, lumber yards, hardware stores, etc., who can be approached as a sponsor or donor to make the library or reading room a reality. Every community has more than one of these resources – just ask!

**Is there labor involved?** Seek help from member firms who sometimes lend out employees on community projects to paint or lay carpet and provide other labor needs (as in “Make a Difference Day”). This is also an opportunity for Chapter members to become involved in a “hands-on” project along with their families in creating a reading environment for children who need a place to study and read.

These can be stand-alone events, or combined with a Reading Rally and hosting the children in the “new room” to read a book, or other activities. Definitely a great publicity draw!

# Reading Stories

## Suggestions for Arranging Reading/Writing Activities

Individually, or as a group, nothing is as rewarding as reading a book to a child who perhaps doesn't receive this type of attention at home. This develops their verbal and listening skills and is not only educational, but entertaining.

Identify the organization, school, hospital, shelter, community center, orphanage, etc., and coordinate these activities with the directors of these organizations. Identify the activity:

- Reading to a group of children or class
- Reading to individual children on a one-on-one basis
- Have an author, illustrator, local celebrity, sports figure, librarian, etc. read to the children
- Work with the children to have them write and illustrate their own story
- Have a story writing contest
- Have a reading contest
- Host a summer reading program
- Have a fireman or policeman come and explain their job and have books available pertaining to particular careers
- Individually, become a reading tutor
- Volunteer on a bookmobile
- Read to the blind
- Read to senior citizens

When hosting a contest, reward their efforts with prizes of books, gift certificates, school supplies and award ribbons recognizing their efforts. Make sure to obtain a Media Release Form 28 from every participant before pictures are taken and used in any publicity.

There are many ideas for children activities at "*Reading Rainbow*", "*Reading Rockets*", "*Scholastic*", and many other literacy Internet sites. Check them out for suggestions and projects.

**TIP:** Create a book-making kit with paper, pens, pencils, markers, stickers, etc. Make a cover for the story with craft paper. The writing paper should be lined for ease in writing for young children. Add a Polaroid or digital photo which you can print at the event to the book of the "author" and include their name.

**Encourage the child to read their story. Read the story with them.**

# Sample Story Frame

These are the elements a facilitator can use to help everyone learn how to be a great story teller/story writer.

When writing a story, stress the importance and development of the story by answering the questions – **When – Where – Who – What – Why - How?** 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.... Yesterday....)
2. **WHERE** does the story begin? (In a dark, gloomy forest....At the pet store...In the kitchen...) Where do the characters go?
3. **WHO** are the characters in the story? (Grandma.....Skippy, the dog....My teacher....)
4. **WHAT** happens? (What is the action, or problem the characters encounter? What do they do?)
5. **WHY** did the characters act that way? (Because they were hurt.....they were lost....were jumping up and down?)
6. **HOW** do the characters solve the problem?
7. **ENDING** – how does the story end? What problem was solved? Is the ending happy or sad?

**What I THINK about, I can SAY.**

**What I SAY can be WRITTEN.**

**What has been WRITTEN can be READ.**

**I CAN READ WHAT HAS BEEN WRITTEN.**

# Media Tips

The following tips will assist you in preparing for media participation at your Chapter's Reading Rally.

1. Complete a press release using the guidelines provided in the sample. Be sure to include contact information such as the Reading Rally chairman's phone and email address and the Chapter and Corporate website: [ewiconnect.com](http://ewiconnect.com).
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 library, etc.). **IMPORTANT:** Be sure to contact the school or 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 email 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 two weeks prior to the event, one week prior, the day before the day of the event, again the evening prior to the event.
5. Prior to the event, ensure that each child attending has completed and signed a **Media Release Form (Form 28)** so the media can take photos and/or interview the children. You will also need the Media Release Form for your own newsletter or for pictures you send to the Corporate Office for inclusion in *EWIConnect* and the website.

## (Press Release Template)



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

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Name

---

Phone

---

FAX

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Email

### **EWI<sup>®</sup> OF (CITY NAME) PARTICIPATES IN INTERNATIONAL LITERACY CAMPAIGN**

(Your City spelled out, your State abbreviated, today's date, 2010) EWI<sup>®</sup> of (city) is proud to announce that it is taking part in the 2010 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 to be 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 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](http://ewiconnect.com).

EWI was established in California in 1938, when Lucille Johnson Perkins recognized the importance and potential of an association of key women working with their executives to promote their firms and improve their community. EWI is the premier organization for networking and leadership development for today's business professionals and their firms. There are currently over 2,500 member firms and 2,800 representatives in major cities throughout the United States and Canada. (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.***



## **EWI<sup>®</sup> Reading Rally Fact Sheet**

- Executive Women International<sup>®</sup> (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.
- EWI was founded in San Francisco in 1938 by Lucille Johnson Perkins and 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, the organization became Executive Women International in 1977.
- Today, over 2,500 companies and 2,800 representatives are members of EWI in Chapters located in major cities throughout the United States and Canada
- EWI professional development opportunities include a comprehensive, proprietary Academy of Leadership series, a bi-annual Leaders Summit for graduates of the Academy program, online educational programs, teleseminars, and conferences. Professional development is cited as a key benefit to individuals.
- EWI offers three different annual scholarships: Executive Women International Scholarship Program (EWISP) awards up to \$10,000 to eligible high school juniors; Adult Students in Scholastic Transition (ASIST) awards a dozen \$2,500 scholarships to adult students in career transition; EWI Fellows awards EWI members enrolled in undergraduate, graduate or post-graduate programs. The amount of Fellows awards is dependant upon eligible funds and the number of qualified applicants.
- 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.



Project Name/Chapter:	Date:
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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**

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***Under 18 Requires Guardian's Consent***

**PARENT/LEGAL GUARDIAN  
SIGNATURE**

**PARENT/GUARDIAN FOR:  
(Please print)**

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



## SPONSORSHIP REQUEST

Current Date

Store Manager  
Name of Store  
Mailing Address  
City, State, Zip Code

Re: EWI® 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 75 chapters 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 life is dependent on the ability to read and write. A recent survey by the U.S. Department of Education estimates that 21% of adults or 40 million Americans over the age of 16 have only rudimentary reading and writing skills. To encourage children to read and write, EWI® chapters will be hosting an "EWI Reading Rally" the month of October, 2010.

The (name) Chapter of EWI® is planning an event on (date) where (number targeted) children in the K-5<sup>th</sup> grade age group 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, the (name) Chapter would like to apply for a \$1000 planning grant from (name of store) to help underwrite our program. We would also welcome any volunteers from (name of store) 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 number).

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.*



# B/C/DP Projects Participation Form

Chapter:	Date:
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Each Chapter **MUST** complete this form and return it to the Corporate Office by January 15, 2010.

## 2009 EWISP SCHOLARSHIP

Our Chapter:  did participate in **EWISP**     did **NOT** participate in **EWISP**

Name of Chapter EWISP Chair \_\_\_\_\_

Firm \_\_\_\_\_

Business Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Number of Applications Received: \_\_\_\_\_ Deadline for applications: \_\_\_\_\_

Number of Awards given: \_\_\_\_\_

Name of Winner(s): \_\_\_\_\_

Amount of Each Award \$ \_\_\_\_\_

**Total Dollars Awarded \$** \_\_\_\_\_

Number of EWI Judges: \_\_\_\_\_

Number of Non-EWI Judges: \_\_\_\_\_

Approximate TOTAL number of volunteer hours given to the project: \_\_\_\_\_  
(Don't forget to include the time of application review and interviews.)

Please provide a summary of your Chapter EWISP experience. (You may choose to submit your Chapter newsletter article.)

**NEXT YEAR our Chapter:**     plans to participate in **EWISP**     does **not** plan to participate in **EWISP**



# B/C/DP Projects Participation Form

Chapter:	Date:
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Each Chapter **MUST** complete this form and return it to the Corporate Office by January 15, 2010.

## 2009 ASIST SCHOLARSHIP

Our Chapter:  did participate in **ASIST**     did **NOT** participate in **ASIST**

Name of Chapter ASIST Chair \_\_\_\_\_

Firm \_\_\_\_\_

Business Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Number of Applications Received: \_\_\_\_\_ Deadline for applications: \_\_\_\_\_

Number of Awards given: \_\_\_\_\_

Name of Winner(s): \_\_\_\_\_

Amount of Each Award \$ \_\_\_\_\_

**Total Dollars Awarded \$** \_\_\_\_\_

Number of EWI Judges: \_\_\_\_\_

Number of Non-EWI Judges: \_\_\_\_\_

Approximate TOTAL number of volunteer hours given to the project: \_\_\_\_\_  
(Don't forget to include the time of application review and interviews.)

Please provide a summary of your Chapter ASIST experience. (You may choose to submit your Chapter newsletter article.)

**NEXT YEAR** our Chapter:  plans to participate in **ASIST**     does **not** plan to participate in **ASIST**

Chapter: _____	Date: _____
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**Each Chapter MUST complete this form and return it to the Corporate Office by January 15, 2010.**

### 2009 READING RALLY

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):

Sponsor	Amount

Name of the School/Organization you assisted: \_\_\_\_\_

School/Organization administrator: (Name) \_\_\_\_\_

(Address) \_\_\_\_\_

(Phone) \_\_\_\_\_

Number of children/adults impacted by the event: \_\_\_\_\_

Number of Chapter members participated in the event: \_\_\_\_\_

Approximate TOTAL number of volunteer hours given to the project: \_\_\_\_\_

Please provide a summary of your Chapter Reading Rally experience. (You may choose to submit your Chapter newsletter article.)

**For 2010 Chapter:**     plans to participate in **Reading Rally**     does **not** plan to participate in **Reading Rally**



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

Chapter: _____	Date: _____
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Describe all Chapter philanthropic projects for this year **2009** 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 Chapter members that participated, how you provided assistance, and the impact you feel you made. Include dollar amounts if applicable. Attach additional sheets as necessary.

Organization/School/Etc.	Dates	# Participants	Assistance Provided/Impact

Describe any Chapter philanthropic projects anticipated for next **2010** including participation in the EWI Reading Rally.

Organization/School/Etc.	Dates	# Participants	Assistance Provided/Impact

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



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## Thank You Letter for Reading Rally Participation

Date

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

Dear \_\_\_\_\_

On behalf of EWI® of \_\_\_\_\_ Chapter, please accept our sincere thanks for your (school 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 (donation, time, 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 and generosity.

Sincerely,

(President and Reading Rally Chairperson)



# Share Your Reading Rally Event!

Use this form to share your Chapter's 2010 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: \_\_\_\_\_

Number of Children Involved: \_\_\_\_\_ Number of Adults: \_\_\_\_\_

Event Description: \_\_\_\_\_

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Media Contact Plan: \_\_\_\_\_

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Reading Rally Chairman: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

**Please return form to Kimmi Wolf in the Corporate Office by November 15**





CONNECTIONS | CAREERS | COMMUNITY

# COMMUNITY PARTNERS

## Corporate Reading Rally

Since 1992, EWI has committed to promoting literacy. On a regular basis, EWI Chapters enhance the reading skills of children through targeted efforts in local schools, shelters, and community organizations. Annually, EWI Chapters combine their collective efforts in a Corporate Reading Rally initiative. Through this year's initiative, we seek partnership to underwrite the costs of a reading program for at-risk children from Whittier Elementary School in Kansas City in September.

### Corporate Reading Rally Partner (\$2,500)

- Opportunity to speak at Corporate Reading Rally event
- Name placement with EWI in all media advisories
- Logo displayed throughout event
- Logo placement and link on EWI Corporate website

### Corporate Reading Rally Promoter (\$1,000)

- Name placement with EWI in all media advisories
- Logo displayed throughout event
- Logo placement and link on EWI Corporate website
- Partnership recognition at our Corporate Reading Rally event

### Corporate Reading Rally Benefactor (\$500)

- Name placement with EWI in all media advisories
- Logo displayed throughout event
- Partnership recognition at our Corporate Reading Rally event

### Corporate Reading Rally Patron (\$50 minimum)

- Name placement with EWI in all media advisories
- Partnership recognition at our Corporate Reading Rally event
  - This level of sponsorship may include, but is not limited to:*
    - Providing bus transportation for students/teacher to and from the event (\$200)
    - Supplying Reading Rally T-shirts for students (\$250)
    - Sponsoring guest reader at the Corporate Reading Rally event (\$499)
    - Monetary donations for use as directed by the Corporate Reading Rally committee
    - In-kind support (news coverage, school supplies, etc.)