



REACH OUT AND READ MICHIGAN'S SNUGGLE UP WITH A GOOD BOOK READ-A-THON



Thank you, Reader!

You are invited to Reach Out and Read (ROR) Michigan's **Snuggle Up with a Good Book Read-A-THON**, taking place from now until the end of April 2009. Our goal is for each Reader to raise a minimum of \$40, which will support one child's "full dose" of ROR – 10 books between ages 6 months and 5 years. All you have to do is gather up some support to sit and read for a while!

The purpose of the **Snuggle Up with a Good Book Read-A-THON** is to purchase books for children, and provide training for health professionals, and to support sustainability of the ROR programs in Michigan. We currently have 100 sites in Michigan, in 29 counties, reaching 79,000 children. In 2008, we distributed over 121,000 books!

Here are some talking points and ideas for you to recruit sponsors for your Reading!

WHAT: ROR Michigan's **Snuggle Up with a Good Book Read-A-THON** is a statewide fundraiser to support the 100 ROR sites with new books for low-income children and training for health care professionals. Readers across Michigan will ask their friends, colleagues, and neighbors to support their reading a specific number of hours.

ABOUT ROR: ROR is the nation's leading pediatric literacy program, celebrating its 20th year in 2009. The three components of ROR are: 1) doctors and nurses provide age-appropriate reading and literacy information to parents at every well-child visit from age 6 months to 5 years; 2) the child goes home with a brand new age-appropriate book to establish his or her own "library" of 10 books by age 5; and 3) literacy-rich waiting rooms with volunteer readers and high-quality parent educational materials. The target group for this program is children living in low-income families, although all children in this age range at ROR sites receive new books. There are 100 sites in Michigan, in 31 counties, reaching 79,000 children. There are still another 221,209 Michigan children who are qualified and not yet served.

WHEN: The **Snuggle Up with a Good Book Read-A-THON** begins *NOW* and runs through March (Michigan's Parenting Awareness Month and National Reading Month) and April (Michigan's Month of the Young Child). The Reader decides the duration of his/her own commitment.

WHO: READERS EVERYWHERE! ROR is asking that Readers reach out to book clubs, civic organizations, library groups, Facebook groups, teachers, and all others who love reading. If you are part of a book club, you have a ready-made group that loves reading, and they may be most willing to participate with you! Book clubs can receive and share the information now and carry it through April.

WHY: Because 1 in 7 adults struggle with illiteracy and investment in early literacy is an investment in our future economy and society in Michigan. Times are especially tough on families in poverty. Books received by the pediatrician or nurse are treasured items that add to the quality of life in most homes. We are asking Readers to participate because of their own love of reading, as well as their knowledge of how far a love of books can take a person in life.

HOW: Pick a day and time that you will be reading. Set your goal for how many hours you will be reading, as well as how much money you want to raise. Contact your potential donors and ask them to pledge you by the hour. Our suggested donation is \$4 an hour, which is the average cost of 1 brand new book for a child. If you can raise 10 donors at \$4 each, you will raise \$40 – which supports a child for the entire 5 years! If your donors are able to do more or want to participate in the Read-a-thon themselves please share the pledge form with them! You can print out a pledge tracking form or direct him/her to our website – www.reachoutandreadmich.org - where it can be downloaded.

DONATIONS: Checks should be made out to: **PEDIATRIC FOUNDATION OF MICHIGAN/REACH OUT AND READ**. Mail all of your checks, with the completed form, to: ROR Michigan, PO Box 276, Williamston, MI 48895-0276. Reach Out and Read Michigan is a program of the Michigan Chapter of the American Academy of Pediatrics, Pediatric Foundation, a 501(c)(3) organization.

QUESTIONS: Contact Wendy Shepherd, ROR Michigan Outreach Manager at wendy@reachoutandreadmich.org.

