



Volunteer Information 2019

Postmedia Raise-a-Reader (RAR) is a national campaign that boosts awareness about the importance of literacy and raises funds for literacy programming. 100% of the money raised goes directly to support local literacy programs. You may recognize some of the programs that are funded by Raise-a-Reader: Parent Child Mother Goose, One-to-One Children's Literacy, Come Read with Me, Bright Red Bookshelves and Street School Outreach programs.

Literacy is the ability to read, write and do mathematics, but it is also about problem solving, decision making, technology and social skills. Literacy is important for all of us; it starts at birth and continues throughout life. Literacy skills are the essential building blocks of a vibrant society and economy. The more literate we become, the better we understand our world.

How does RAR work?

On the morning of our Raise-a-Reader Day, September 25th, you and your team will gather at your assigned location. You should already have your t-shirts, tins or aprons, and signage. Newspapers will be dropped off early that morning.

Your goal is to approach people and ask for a donation for literacy in exchange for a special edition copy of Kamloops This Week. The more people you approach, the more money we'll raise. We thank you for giving your time to this valuable cause.

Here are a few ideas for how to approach people:

- Would you like to support literacy programs in Kamloops by making a donation for a special edition of Kamloops This Week?
- Would you like to support Raise-A-Reader and make a donation to literacy programs in Kamloops?
- All the money raised today stays in Kamloops. Funds receive a percentage of matching funds from our provincial government.

Helpful tips to counter objections

1. *"I get the paper at home."*
2. *"I don't have a dollar."*
3. *"I don't read the paper."*

Response: This is a special edition of Kamloops This Week.

OR Would you like to simply donate to literacy programs in Kamloops?

Response: We'd be happy to take whatever spare change you have.

Response: You can still donate and help us raise money for literacy programs in Kamloops!

Reading will change your life.

1-866-637-READ www.raiseareader.com