



Small Change for Big Change

Collect change. Make a change. Repeat.

STEP 1: RALLY THE TROOPS.

Recruit a team of change makers for your BIG CHANGE drive! To make it count you'll need help to sort, count, and tally points.

STEP 2: DECIDE ON THE DETAILS.

Success is in the details, so start planning early and decide:

- Team Members + Roles
- Timeframe + Location(s)
- Fundraising Goal. **Just \$25 can fill a bookshelf with books!**
- Change Collection Plan (Daily or weekly pickup? Who and where?)
- Any Prizes for the Winning Group

STEP 3: SPREAD THE WORD.

Let people know about your awesome event! We recommend the usual things like a Facebook Event or online event page, email friends and family, post flyers around your work/school, etc. The more creative your promotion is, the better the turnout will be.

STEP 4: COLLECT THE CHANGE.

Set up buckets, bowls, and barrels around at your locations. Set a deadline. Encourage healthy competition. Drop that change in the bucket. If you take photos during the event, be sure to share them with us on social media by using the hashtag #WeAreWorldChange and #RoomtoRead.

STEP 5: WRAP IT UP.

This part's important, tally up the donations and submit your funds at www.roomtoread.org/donate. We'll put the funds to work supporting our mission of ending global illiteracy. Now give yourself a pat on the back, be proud to have done your part to change the world.