

EMPLOYEE ENGAGEMENT



TOGETHER WE CAN CREATE WORLD CHANGE WITH EDUCATION.

We envision a world in which all children can pursue a quality education that prepares them to lead fulfilled lives and make positive change — in their families, communities, and the world.

Room to Read is creating a world free from illiteracy and gender inequality. We are achieving this goal by helping children in historically low-income communities develop literacy skills and a habit of reading, and by supporting girls as they build skills to succeed in school and negotiate key life decisions.

You Have the Power to Bring Employees Together in Support of our Mission.

To promote employee engagement at your company, encourage a sense of community by rallying support for Room to Read. Your organization benefits by offering employees an opportunity to collaborate while fundraising for Room to Read's mission. As the workplace continues to evolve, companies must bring employees together for improved engagement, a more positive culture, and increased productivity. You can turn activities that employees are doing on their own into a group activity that is fun, unifying, and creates powerful change for children around the world.

RAISE MONEY FOR EDUCATION.

Host book swaps, fitness challenges, bake sales, costume party and beers for books events, trivia nights, or office competitions all in the name of education.

Employees have also held a variety of workshops – a presentation with an industry leader or author, an art, dance, music, yoga, or cooking class – where colleagues and guests donate to attend.



CHANGE THE WORLD.

Motivate employees by setting a fundraising goal. Your efforts ensure an entire generation of children is not left behind:

- US\$50 (\$5/month) unlocks the science and magic of reading for a child for a year.
- US\$120 (\$10/month) stocks a shelf with new books for eager young readers.
- US\$365 (\$30/month; \$1/day) supports a girl through a year of secondary school with 1:1 mentoring and life skills classes.
- US\$1,500 fills a school library with thousands of quality children's books.

More ways to engage:

- Join our global network of volunteers.
- Spread the word through social media. We invite your employees to share about our work. Check out our social pages for easily sharable posts.

GETTING STARTED

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Gather Internal Support

Introduce Room to Read and the employee engagement concept to your Human Resources team or other leadership department. We recommend designating a staff member or organizing a small committee that can help champion the effort.

Check to see if your company has a Matching Gift program; if none exists, work with HR to see what's possible. Employees are encouraged to participate when they know their impact will be doubled!

Kick off the Campaign

- Choose a company milestone or a holiday to build your campaign around. Days of significance to Room to Read include International Women's Day (Mar 8), International Literacy Day (Sep 8), and International Day of the Girl (Oct 11).
- Design your fundraising website.
- Spread the word and keep employees motivated through emails, various meetings, or other approved employee communication channels.
- Stay informed by signing up for Room to Read updates.

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Wrap It Up and Celebrate!

Share results and your employees' donation impact. Consider ways for employees to celebrate together.

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