



Peer-to-Peer Fundraising Toolkit

Use this template as a foundation for your fundraising toolkit. Add your flair and make it unique to your personal reason for supporting Neuhaus.

Our Mission:

For 45 years, Neuhaus Education Center has been a trailblazer in solutions for overcoming obstacles to literacy, including dyslexia, and today is a nationally recognized leader in the implementation of the science of reading. Neuhaus is a 501(c)(3) nonprofit organization with the mission to promote *reading success for all* by providing evidence-based professional development to educators, information and resources to families, and direct services to adult learners.

Teaching. Reading. Reaching.

Your support of the **2025 Teaching. Reading. Reaching. Annual Fund** provides solutions to teachers striving for all students reading on grade level, helps parents searching for answers for their children who struggle with reading, and empowers adults who have spent their lives concealing an inability to read. Together, we will unlock a brighter future for individuals, families, our community, and its future generations.

Your impact:

- \$500 provides resources to educators to support early childhood language and literacy development
- \$1,000 equips teachers with effective spelling instruction to impact the success of hundreds of students
- \$3,000 provides one-on-one dyslexia therapy for students
- \$5,000 enables students to enroll in free Adult Literacy classes to further their reading success

Create Your Fundraising Page

1. **Select Become a Fundraiser** and choose your fundraising style from the available choices.

- a. **As an Individual** - Sign up to get started right away and fundraise on your own
- b. **Join a Team** - If your school, business, or other group has already created a team, join them to make an even greater impact
- c. **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together

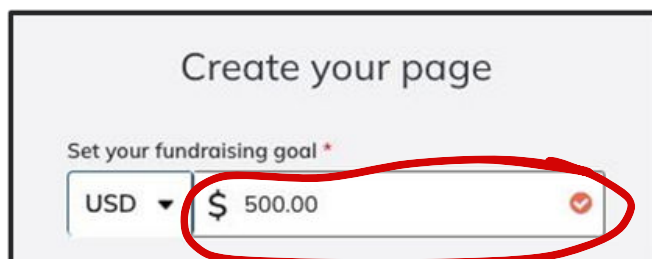


Set Your Fundraising Goal

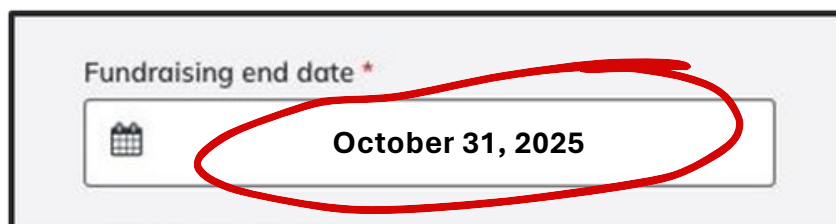
2. There is a pre-populated goal, but you can customize that goal to whatever is right for you.

Remember that you can come back to edit your goal at any time. Here are some ideas of how the money you intend to raise will impact our mission.

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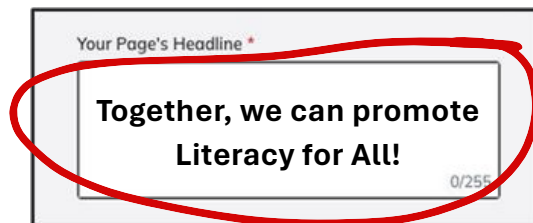
3. **Choose a fundraising end date – October 31, 2025**



4. **Add your headline** - Share a short blurb about why you are fundraising for Neuhaus. Here are some ideas to get you started:

Together, we can:

- a. Equip teachers and district leaders with the latest research-based strategies and materials to teach reading, writing, and spelling to all students, including those with dyslexia
- b. Assist families with referrals for students who need intensive, individualized reading instruction and host information sessions and seminars related to dyslexia and other reading difficulties
- c. Provide instruction to adults to help improve and strengthen their basic language skills and reading competency
- d. Continue to promote reading success to 10,000 individuals annually



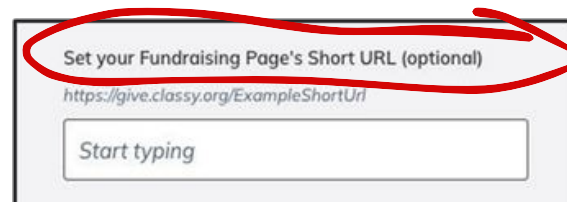
Your Page's Headline *

**Together, we can promote
Literacy for All!**

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5. **Set a short URL** - This lets you easily share your page with your friends and family.

Example: give.neuhaus.org/yourfundraisersname



Set your Fundraising Page's Short URL (optional)

<https://give.classy.org/ExampleShortUrl>

Start typing

6. **Upload a photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, like what Neuhaus means to you, your connection to Neuhaus, or personal photos and stories, helps your friends and family connect more with our mission. Your supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show your dedication to the mission.

You're bubbling up your progress bar and removing any fear of donors being the first to "join the party"!

Neuhaus Success Stories:

Here are a few testimonials that can help you start your outreach. They're also great to share with your friends and family if they ever ask you what our organization does in the community.



Liam, Family Support Participant

"I am happy to say that without Neuhaus scholarships, Liam would not be where he is today. He has shown tremendous growth in all areas and is a more confident student because of the reading lessons. I am a single mom and without the scholarship, I would not be able to afford the lessons for my son. He really enjoys going to reading and we have been very happy with his teacher! He started reading on his own at home and that was a big accomplishment."



Calvin, Adult Literacy Student

Calvin joined Neuhaus' Adult Literacy program with the goal of improving his reading skills to enable him to take a workforce certification exam. In his last semester of the program, he successfully passed his HVAC certification exam.



Deanna Perdue, Educator and OCPDS Participant

"I began the Neuhaus Online Certification Program for Dyslexia Specialists (OCPDS) course one year ago. I cannot say enough good things about this program. It touches all the areas of literacy and communication, oral and written language, and the full Reading Rope. I can use these principles across subject areas, and I can support my students in their classrooms. It is wonderful, not only for kids with Dyslexia, but for my multilingual learners, as well. The OCPDS program has helped me grow as a teacher in incredible ways, and I am excited to continue to learn more."

Spread the Word

You're on your way to fundraising success! Now, it's time to spread the word and make progress toward your goal.

We suggest starting by creating a list of people you plan to contact.

1. **Start with your closest inner circle** - This is a great group to target for your first few donations, as they are more likely to respond to your outreach. It's always nice to get some quick wins in the beginning!
2. **Cast a wider net** - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, which could spark some great conversations on top of a donation towards your goal!

Email Examples:

Email is one of the easiest and most effective ways to raise money. It should be the first step in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject - Literacy for All!

Dear **[Name]**,

I'm raising money for **Neuhaus Education Center** during the entire month of October in recognition of National Dyslexia Awareness Month. It would mean so much if you could help me reach my goal!

Please Click Here **[Add Your Fundraising Page Link]** to give.

Here are some quick facts about **Neuhaus'** mission:

- **Since 1980, Neuhaus has equipped teachers and district leaders with the latest research-based strategies and materials to teach reading, writing, and spelling to all students, including those with dyslexia.**
- **Neuhaus provides professional development classes for dyslexia professionals.**
- **Neuhaus provides information and resources for families.**
- **Neuhaus provides classes for Adult Literacy students.**

Thanks so much for your support!

[Name]

Example 2:

Subject - Be a Trailblazer for Overcoming Obstacles to Literacy

Hey [Name],

I'm fundraising for **Neuhaus**, an organization that **is a nationally recognized leader in the implementation of the science of reading specifically during the month of October for National Dyslexia Awareness Month**. The money raised will go towards **teacher professional development, family support and adult literacy unlocking a brighter future of Literacy for All**.

I'm trying to raise **[\$ Fundraising Goal]** by **October 31, 2025**. If I can inspire just five people to contribute **[\$ Fundraising Goal/5]** or more, I'm there.

It's really important for me to help **Neuhaus** because **[Your unique connection to the cause]**. I hope you'll support me and Neuhaus by making a gift to my fundraising page below.

Thanks so much for your support!
[Name]

Example Social Posts:

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people outside your inner circle. To make this even easier, take advantage of your fundraising page's built-in social sharing options!

PRO TIP: All social channels are good social channels. Your Facebook network will vastly differ from your LinkedIn network, but each offers its unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Example 1

Join me in unlocking a brighter future of *Literacy for All* by supporting Neuhaus Education Center. October is National Dyslexia Awareness Month and together we can make an impact on educators with students who struggle to read, families who need referral services and adults who need resources to learn to read. Click my fundraising page here and help impact more than 10,000 individuals annually.

#literacyforall; #championforliteracy; #nationallyrecognizedleader; #teachingreadingreaching

Example Thank You:

It's critical to thank every donor. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout-out on social media.

Subject – **Thank You for Your Support of Equipping Literacy for All**

Dear **[Name]**,

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for your support of **Neuhaus Education Center**.

With your help, I have raised **[\$X]** towards **[Neuhaus Education Center's Teaching. Reading. Reaching. Annual Fund.]**. Follow **Neuhaus** on [Facebook](#), [Instagram](#), and [X](#) to stay current on their work and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes and can have a big impact on those you send it to.

Still Have Questions or Need Assistance? Please reach out to advancement@neuhaus.org

