



In support of:



Literacy:
Learning for Life.

L'alphabétisation,
Une leçon pour la vie.

Read the World Challenge

Fundraising Participant Starter Kit

Welcome!

Frontier College is excited to bring to you our first annual [Read the World Challenge](#) in honour of **International Literacy Day** on **September 8th**! We challenge you to travel the world within the pages of a book to raise much needed funds for **Frontier College, Canada's original literacy organization since 1899**.

How do I take part in the Read the World Challenge?

The rules are simple and anyone can join. If you love reading, you already have your passport! We strongly encourage families with younger children to join. It's a fun way to get your entire family to practice their reading skills.

If you would like to participate in the [Read the World Challenge](#), sign up for a page either as an **individual** or as a **group of 2–4**. You will be asked to name your page – please use your real name (or something unique) so that your page doesn't get lost!

Don't forget to set a fundraising goal. Whether it is \$100 or \$1,000, all proceeds will go towards funding Frontier College's important work to support literacy in Canada. Once you've updated your personal page with your information and profile photo, please share the link widely!

The [Read the World Challenge](#) will begin on September 8 and the last day will be October 8, 2018.

I've signed up for my own Read the World Fundraising page. What now?

Tell your friends and family that you are participating in the [Read the World Challenge](#) in support of **Frontier College**. Encourage them to donate because it is such a fantastic cause. Your supporters can make a one-time donation and all the proceeds will go towards funding [Frontier College's](#) important literacy programs.

Now start reading! Between September 8th and October 8th, 2018, aim to read a book that takes part in a different country in the world. The more countries you *travel* to via the books you read, the better!



I just finished my first book! What do I do next?

First of all, congratulations! We hope it was a good read. Now that you've finished your first book, here's what to do next:

- 1) Log the book on the **Participant Book Tracker** document that you can locate on your personal fundraising page under Resources.
- 2) [Click on this map](#) and input the book information for the corresponding country. For example, if you read *Memoirs of a Geisha* by Arthur Golden, click on Japan (since that's where the book takes place) and enter the prompted book information. Once you do this, a pin will appear on the map. Feel free to use this map to inspire your next read!

What are some guidelines for picking books to read?

Feel free to read any type of book you'd like—mystery, science fiction, historical fiction, non-fiction, etc. Don't feel like doing the heavy lifting yourself? Listen to an audiobook. Don't have much time to read? Try a short story or a poem.

The most important component to this challenge is that you *visit* as many countries as you can!

Do you have any suggestions for books?

We're glad you asked! Once you register for your own fundraising page, you will find some book suggestions by age range. Feel free to choose from any of these books.

Another great website to look for book suggestions is [Goodreads](#). Also, don't forget your local library! Most branches allow you to put books on hold and will phone or email you when your book is ready for pick-up. With so many options, travelling the world has never been easier!

What if my book takes place in more than one country?

Unfortunately, you can only pick one country as a representative for that book. If you're having trouble deciding, pick the country you'd love to visit more!



How much should I encourage a sponsor to donate?

Anything they wish. After all, every dollar counts! Be sure to let your donors know that all donations will be issued a tax receipt via email.

How will the money being raised by the Read the World Challenge be used?

All proceeds from the [Read the World Challenge](#) will be used towards [Frontier College's](#) efforts to support literacy in Canada. We offer programming for children, teens, and adults nationwide.

Are there any additional incentives to raise money?

Of course! The highest weekly fundraisers will be eligible for prizes. How exciting is that?

The more you raise for [Frontier College](#), the better your chances. Every week, participants will be given a new fundraising milestone to hit. If you do reach this target, you will automatically be entered to win amazing prizes.

The highest individual fundraiser and the highest group fundraisers will also be taking home cool prizes!

Who do I contact if I have any questions or concerns?

Your pilot would be happy to assist you with any inquiries during your journey:

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Good Luck and Happy Reading!

