

Reading to Kids Benefit Comedy Night and Silent Auction **Donation Talking Points**

The Reading to Kids Benefit Comedy Night is right around the corner and we need your help! The Silent Auction is important to the success of the event, and getting items donated is an easy way to show your support.

There are a few ways to find products and services, but our favorite is asking your friends and family to donate. Reach out to anyone who may be able to donate gift certificates to local shops and restaurants, or perhaps have a service package to offer. It is even better if you are able to build a theme package or basket.

Be sure to explain to your potential donors how amazing *Reading to Kids* is for the communities of Los Angeles. The organization was founded in 1999, and 13,861 volunteers have participated at least once at our monthly reading clubs. Through August 2012 the total attendance at our reading clubs is 107,524 children. In addition to giving a new book to every child who attends, we have given 20,487 books to parents and teachers and donated 19,292 hardcover books to school libraries.

Share your experiences volunteering to really let potential donors know how important the organization is to everyone in the community.

Remember:

- Contact people closest to you first, then visit your local shops and restaurants
- Tell the story of *Reading to Kids* (13 plus years of continuous service to the community, over 19,000 hardcover books donated to local schools, provides books for the children to take home, etc.)
- Share your personal story with *Reading to Kids*

Any type of donation is appreciated and it can be fun to build a basket yourself! **Here are some ideas for Silent Auction items:**

- Movie Night basket: DVDs or movie tickets, candy, microwave popcorn, bottles of soda or wine
- Gift certificates to local eateries
- Tickets to a show or play at a performing arts center
- Services at a beauty salon or spa
- A weekend retreat at a vacation home
- Tickets to a local baseball game, ball cap, and t-shirt
- Family game night basket: board games, takeout pizza gift certificate

Be sincere and don't worry if you get turned down occasionally. Your efforts are appreciated and we look forward to seeing you at the Comedy Night on October 2, 2012!