



Adopt a local group: **Activity Planning Ideas**

International Literacy Day takes place on September 8 every year to raise awareness and concern for literacy problems that exist within our own local communities as well as globally. The day brings ownership of the challenges of illiteracy back home to local communities where literacy begins, one person at a time.

The Raising Readers fraternal campaign focuses on ways Modern Woodmen members can promote children's literacy in our nation's communities. **In the third quarter (July-Sept.), let's work together to raise readers** by adopting a local classroom, library, children's literacy organization or another group. (See the [campaign toolkit](#) for complete details.)

Below, find **suggestions on selecting a group to work with** for your activity, plus lots of **activity ideas for a service or Matching Fund project**. For details on Modern Woodmen's service project and Matching Fund Program, refer to the 2023 Fraternal Leader Handbook.

This activity can be a service project or Matching Fund, depending on what works best for your chapter/club and for the group you choose to "adopt." Before requesting the activity, decide what type of activity it is.

Recipient ideas

1. Select a recipient that:

- Is known for wise use of funds. (Guidestar.org and CharityNavigator.org provide ratings on organizations' finances, accountability and local impact and are great resources.)
- Your members will enthusiastically support.
- Has a wish list or need related to children's literacy that your chapter or club can help fulfill.

2. Include your leadership team and others as you plan. Some members may have connections to organizations, venues and fundraising resources in your community.

3. Make an impact locally. The National Literacy Directory could help you find a local organization to support ([nld.org](#)). Other local organizations to consider are:

- Elementary school classrooms
- Elementary and middle school libraries
- Public libraries
- Childhood centers

- Boys and Girls Clubs
- Afterschool programs
- Summer day camps
- Mother's Day Out programs
- Parent/child play groups
- Children's literacy organizations
- Homeless shelters
- Hospitals
- Homeschool associations

Service Project Ideas

The activity you choose will depend on what the organization you are adopting needs. **Remember to ask them for their wish list or share an idea with them first to make sure it will benefit them.**

Reading corner. Reading is always more enjoyable when the reader is comfortable. Possible donations could include pillows, back pillows, Squishmallows, stuffed animals, beanbag chairs, carpet squares, bookshelves, blankets and books.

Reading garden. Help elementary schoolers read outdoors by creating a space for them to read during recess or with their class. Some elements might include quiet nooks with well-placed hedges, rows of tall planters, colorful wooden garden stakes or a [sunflower house](#). More open areas for group reading could include brightly painted tree-stump seats and [Leopold benches](#).

The public library's children's area, whether it's an upgrade or a new addition. Possible donations could include new shelving, small tables and chairs, toys, games, beanbag chairs, back pillows, Squishmallows and craft supplies.

Elementary school library. Possible donations could be books on their wish list, decorating a bulletin board, creating a special reading display, "shopping" totes while children are selecting their books, bookmarks, circle mats, beanbag chairs and book carts.

Matching Fund Ideas

When selecting a method to raise funds, consider what might appeal most to your members and others in your community. Your members will enjoy that feel-good boost when you ask them to help set up for, serve at, donate to or attend the activity.

Remember to showcase what the organization does for children in your community.

- Ask your fundraiser recipient for brochures, posters and other materials to promote their work.
- Consider inviting a representative from the organization and/or someone who directly benefits from it to speak at an upcoming chapter/club activity and at the fundraiser itself.

Share your impact for a chance to win!

30 leaders will win a 12-month Amazon Prime subscription (or Amazon gift card of equal value).

After reporting the activity, complete the [Q3 Raising Readers Impact Survey](#) to enter your name in the prize drawing!

Physically active members will enjoy taking part in a:

- (Disc) golf, dodgeball, pickleball, cornhole, flag football, basketball or bowling tournament.
- Dance marathon, walkathon or other "athon."
- Bike race/color run/5K/costumed race
- Special exercise session.
- Traditional or treadmill relay race.

Youth members especially might like to plan a fundraising:

- Babysitting service by donation.
- Car wash/detailing service.
- Rollerblade/roller skate night.
- Dunk tank.
- Scavenger hunt.
- Head-shaving, pie-in-the-face or eating contest.
- Bake sale.
- Recycling (or e-waste) drive by donation.

Foodies might appreciate a:

- Pub crawl.
- Ice cream social.
- Chili cook-off.
- Fish fry.
- Cupcake war.
- Community BBQ.
- Recipe book sale.
- Soup supper.
- Special lunch with a local celebrity.
- Breakfast fundraiser.
- Dinner party.
- Donut, pizza, pastry or other "local fun card" sale.

Musically inclined members might like to attend a:

- Karaoke night.
- Talent show.
- Battle of the bands.
- Local concert.

Art lovers might welcome a:

- Tie-dye party.
- Art show.

Less-active members might enjoy:

- Basket raffle bingo.
- Trivia contest.
- Video game competition.
- Penny wars competition.
(Teams/individuals compete to collect pennies.)
- Movie or board game night.
- Car show.

Shop-'til-you-drop types might like a:

- Fashion (or pet costume) show.
- Craft fair.
- T-shirt sale.
- Silent auction.
- Yard/rummage/garage sale.