



Giving Tuesday Match Opportunities

At Reach Out and Read-Alabama, we believe every child deserves the opportunity to thrive, starting with the simple, powerful act of being read to from birth.

As a **Giving Tuesday Matching Donor**, your support helps us bring the joy and importance of reading into well-child visits and homes across Alabama.

Giving Tuesday is an annual worldwide event dedicated to supporting nonprofits, celebrated on the Tuesday following Thanksgiving, honoring the spirit of collective generosity across the globe.

Giving Tuesday falls on December 1, and we invite everyone to contribute to Reach Out and Read-Alabama during this 24-hour fundraising campaign. It's an exciting opportunity on social media to foster enthusiasm for a world where every child has the relationships and resources necessary to learn and thrive.

As a **Giving Tuesday Matching Donor**, you will help raise awareness of our program and attract new donors, while sharing your support the program and the families reached every day. By matching donations, you amplify the impact of each contribution, ensuring that we can extend our reach and provide even more children with the foundational skills for success. Together, we can make a significant difference in the lives of young learners across Alabama.

BENEFITS

- Logo recognition on Reach Out and Read-Alabama website and social media platforms announcing sponsorship
- Spotlight in social media campaign during Giving Tuesday
- Recognition in quarterly newsletter
- Invitation to deliver books & participate in a site visit with photo opportunity
- A Reach Out and Read t-shirt
- Listed in annual donor impact report



As a Giving Tuesday Matching Donor, you can:

- Match donations during a specific time range
- Match donations up to a certain \$ amount

Contact **Salina Sowell**, Communications Specialist at stsowell@roralabama.org for more information.