



# Beers for Books

*Get friends, family, and your favorite local spot to fight illiteracy!*

## THE BIG IDEA.

Host a happy hour, with \$1 of every drink raising funds to publish books.

## STEP 1: RALLY THE TROOPS.

Tell friends and family about your event, and recruit support! They'll be invaluable in helping spread the word, and you'll need a friend or two to manage the donation jar.

## STEP 2: FIND A VENUE.

The three most important rules of real estate also hold true for Beers for Books: location, location, location! Choose a local bar or restaurant that is well-located—even better if you already know the management. Try picking a night that is not busy for the venue, which makes the event a win-win. And don't forget to tell them a little bit about the cause.

The basic Beers for Books formula (variations welcome!): **For every beverage sold, the venue donates \$1 to Room to Read—enough money to put one local-language book on the shelves of a school library.**

Once they've agreed to host your event, talk about a signature beverage for the night that you can use for promotion. Can you say Marga-read-a?

## STEP 3: SPREAD THE WORD.

Let people know about your awesome event! We recommend the usual things like a Facebook Event or online event page, email friends and family, post flyers around your work/school, etc. The more creative your promotion is, the better the turnout will be.

## STEP 4: HAVE A PARTY!

Enjoy all your hard work and help fight global illiteracy with a beverage! Here are a few things to keep in mind for the day of your event:

- ✓ Arrive early to ensure that the venue is prepared to tally the number of total drinks sold during the event.
- ✓ Put someone in charge of a donation jar at the bar entrance and have some materials to share with attendees to learn about Room to Read's impact.
- ✓ If you take photos during the event, be sure to share them with us on social media by using the hashtag #WeAreWorldChange and #RoomtoRead.

## **STEP 5: WRAP IT UP.**

This part's important, tally up the donations and submit your funds at [www.roomtoread.org/donate](http://www.roomtoread.org/donate). We'll put the funds to work supporting our mission of ending global illiteracy. Now give yourself a pat on the back, be proud to have done your part to change the world.

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### **EXTRA CREDIT: BRING BEERS FOR BOOKS TO WORK!**

Turn the Beers for Books concept on its head by throwing a Happy Hour party at your office in support of global literacy! Get some drinks, charge a few dollars as an entrance fee, and donate the proceeds to Room to Read. It's that simple!