



# Workshop 1

## How to Talk about Room to Read: Updated Messaging

Extra! Extra! Read all about it! Not only did we achieve our goals for 2020, but we surpassed them — and a year ahead of schedule. Our achievement calls for new messaging and ways to talk about our work. Here you'll find everything you need to talk about Room to Read like a pro, and the materials needed to answer any question that comes your way.

Are you wondering how many students we've helped this year? Or how to talk about the Accelerator program? Check out our new Boilerplates, Message Map and Proof Points (links on [the Chapter Hub](#) under '[Helpful Links for Communication](#)' below 'Communications & Outreach'). Print these out, hang them above your desk at work, and you'll be walking and talking Room to Read in no time. But keep in mind that these are **\*internal\*** documents meant to guide you in the way you communicate about Room to Read, not to share.

Next, watch these new videos just for you from our Program Directors themselves on the Girls' Education Program and Literacy Program to hear about our successes and plans for the future.

- [Lucina di-Meco](#): Director, Girls' Education Program
- [Christabel Pinto](#): Director, Literacy Program

*\*Note: the nature of Room to Read's work and messaging has changed significantly since our inception — one of the biggest changes being that we're now not doing any physical construction, and instead focusing on teacher training and coaching, materials development, etc.*

### Activity

As chapter leaders, you are representatives of Room to Read in your community. It's important that you feel comfortable with the message map and feel confident in answering questions. It's good to have a rehearsed elevator pitch to communicate our mission and programs to other volunteers, community members, and potential donors.

10  
mins

**Review the new Boilerplates, Message Map and Proof Points (see link above)**

25  
mins

**Partner in groups of 2-4 and take turns practicing your 30-second elevator pitch,**

**along with a 1-3 minute explanation about our programmatic work.**

- Consider questions that donors or potential chapter members may ask you: Why does our Literacy Program focus on children in primary school? Why do we have a Girls' Education Program? Why doesn't Room to Read physically build schools anymore? Why does literacy matter when there are more dire problems out there like war and climate change?



**Review and share feedback with one another—the Summit is a great opportunity to help one another become better advocates for Room to Read.**