**123Read2Me**

**The 201V5 Reading Action Project**

**Community Markets Project**

**BACKGROUND:**

* Facts:
	+ Reading aloud to children from 0 to 3 years old sets them up for success in school and life.
	+ The more books that are in the home, the higher the literacy levels of the inhabitants.
	+ There are 731,000 children living in poverty in Australia.
	+ They are living in every state & territory of Australia, and in every Local Government Area.
	+ Each of these children deserves to have quality books of their own
* The key things that this project needs to be successful are:
	+ Community Awareness, and
	+ Community Support, via
		- Book donations
		- Financial donations
		- In Kind donations
* A Community Market program provides a simple, time efficient method of accessing the community, attracting potential supporters, donors and even members.

**PROPOSAL:**

That Lions Clubs work together on a roster basis to operate a stall in current local community markets to promote their clubs and projects, based around 123Read2Me, the V5 District Reading Project and its related programs. Where multiple community markets operate in relatively close proximity, one Club shall nominate to be the Area Coordinating Club ensuring all participating clubs/projects get exposure but no one club has to cover every event.

It is envisaged that each stall is based on a 123Read2Me branded 3m x 3m marquee featuring Free Books (boxes of) to attract community members and thereby allow attending Lions Members to chat about this and other projects, as appropriate, and attract potential supporters, donors and even members.

FEATURED PROJECTS would include:

* 123Read2Me:
	+ - The Free Children’s Book Project for children who do not have them. Give away books to all children who attend, including their parents, grandparents, etc as a marketing exercise. Gifts such as these elicit offers of donations of books as visitors see a ‘good way’ to clear out children’s books from their homes without throwing them out. Lions members need to be aware of the permanent donation points in their areas, or set up their own.
* Lions Price Check:
	+ - The energy comparison service that earns funds for the charity, 123Read2Me Ltd, and MD 201.
* Lions Christmas Cakes:
	+ - As appropriate, based on dates of market, club’s stocks, etc
* Lions Mints:
	+ - Always a good money earner
* Lions Crime Watch:
	+ - Information that serves the community
* Club / District Raffles:
	+ - As appropriate
* Other Club / District projects that need promotion.

RESOURCES:

123Read2Me Reading Action Project will provide the respective Clubs, on the day before the event:

* One 123Read2Me branded enclosed trailer, containing:
	+ One 3m x 3m marquee,
	+ One large table and 2 smaller tables,
	+ Boxes of books to display and give away.
	+ Flyers for both ***123Read2Me*** and ***Lions Price Check*** to hand out
	+ Banners for both ***123Read2Me*** and ***Lions Price Check.***
* This trailer and all remaining supplied materials shall be returned to 123Read2Me in Seaford in good order and condition on either the day of the event or the day immediately following the event, or by prior arrangement.

The respective Clubs will need to source their own promotional materials & stock for Lions Christmas Cakes, Lions Mints, Lions Crime Watch, Raffles, etc., as appropriate and needed.