



Fund Your Classroom Guide

Dear Teacher,

Thank you for your interest in *Kind News*™ and your desire to help your students develop empathy, practice good citizenship and learn about animals!

In this guide, you'll find the following:

- How to order *Kind News*
- How to download sample issues of *Kind News*
- *Kind News* FAQs
- Sample newsletter message to parents
- Sample fundraising flier content
- Sample letter to community business owners asking them to sponsor your classroom

We hope this tool helps get your classroom funded quickly! For more ideas, email us at kindnews@redrover.org or call 916-241-3513.

Sincerely,
The RedRover *Kind News* Team

How do I order, or how can a sponsor place an order for my classroom?

- Online: kindnews.org/subscribe/classroom
- Call: 1-877-902-9757 (toll free)
- Through the mail: download the order form
- Email: kindnews@redrover.org

How can I obtain sample issues?

To download an issue, see the Latest Issue for Download section at KindNews.org.
Samples of teacher guides are also available to download at KindNews.org.

Need more info?

Visit our FAQs page at redrover.org/kindnewsfaq.

Sample fundraising letters

Note: You may also wish to modify one of these samples for a request to your PTO or PTA to sponsor your classroom.

Newsletter message to parents (Please contribute to our subscription fund)

Dear Parents,

I need your help. This year, I'd like our class to receive *Kind News*™ magazine. *Kind News* is a publication that helps children understand and respect animals and consider why treating animals and people with kindness matters. The magazine is not only aligned with our standards of learning but also helps enhance

students' enjoyment of reading, as well as spark critical thinking and thoughtful discussion. I believe this resource can help your child improve his or her reading skills and encourage him or her to consistently show empathy and respect to others -- traits that have been linked with high achievement.

A classroom subscription of *Kind News* only costs \$30 for five issues that are delivered every two months from September to May. In order to get this magazine, I'm requesting that each student bring in \$1 (**or amount needed to total \$30 for the classroom**) by [Date].

More information about *Kind News* can be found at KindNews.org. Please let me know if you have any questions, and I'd be happy to answer them.

Sincerely,

Sample Fundraising Event Flier

This (date/ day), please come out and support Mr./Mrs. _____'s class at our (car wash/ bake sale/ other event) at (location) at (time). We are raising money so that our class can order a subscription to *Kind News*[™], a magazine that helps us think about why treating animals and people with kindness matters! On top of cool articles about animal behavior and caring for pets (which we really love!), having *Kind News* will improve our reading skills too.

Come support us! And get more info about *Kind News* at KindNews.org.

Letter to Community Business owners (seeking a sponsor)

Dear community members,

Hello! My name is Mr./ Mrs. _____ and I am a (grade level) teacher at (name of school). I'm reaching out to you because I'd love for my class to have the opportunity to receive *Kind News*[™] magazine this school year. *Kind News* is a publication that helps children understand and respect animals and think about why treating animals and people with kindness matters. I believe this resource can help my students, the children in your community, improve their reading skills and encourage them to consistently show empathy and respect to others, a trait that has been linked with high achievement.

I'm asking for you/ your business to consider sponsoring our classroom for just \$30 so my students can receive a year-long subscription to *Kind News*. If you are able to do so, I'd recognize your generosity by naming you as the sponsor in our parent newsletter and in an announcement to our staff, as well as do anything I can to encourage my students and their parents to support your business.

You can find more information about *Kind News* at KindNews.org. Thank you for considering donating to this worthy cause! Please contact me at (email/ phone) if you are interested.

Sincerely,