



Lions Clubs International

Reading Action Program (RAP) Planning Guide



“If all children in low-income countries left school with basic reading skills, 171 million people could be lifted out of poverty.”

Overview

Literacy is the essential foundation for participation in our global society. Without literacy, the world cannot fight poverty and disease, reduce child mortality, achieve gender equality and ensure sustainable development, peace and democracy. Yet, nearly 800 million people across the globe lack the ability to read and write. Of all the illiterate people in the world today, two-thirds are female and over 90 percent live in developing countries.

Lions everywhere are changing the lives of children and adults who have little or no access to schools, libraries, educational materials and the Internet. Whether they are involved with tutoring programs, book donations, or helping to build classrooms, Lions share a common goal: expanding our impact. The Lions Reading Action Program Campaign challenges us to make an even greater impact. We can work together to bring hope for a brighter, more fulfilling future to millions ... through literacy.

The Reading Action Program provides your club with the tools and resources needed to carry out a literacy project in your community. Browse through the many project ideas and get started today. ***Every club can participate!*** Help show the world the strength of our global network.

“793 Million Adults Worldwide Cannot Read These Words”

“Adult and Youth Literacy Fact Sheet” UNESCO

GETTING STARTED

Organizing a Reading Action Program project for your club or district can result in a rewarding service experience for your club. Here are a few key steps to plan a successful literacy project in your area:

STEP 1:

CREATE A PLANNING COMMITTEE

The Reading Action Program is an important opportunity for you to help bridge the gaps in literacy and education in your community. Your team can help others to work toward their full potential and equip themselves with the skills needed to gain employment, support their families and enjoy a lifelong journey of learning. But first, you'll need to create a planning committee consisting of dedicated volunteers and community partners to help drive the success of your project. Together, the committee can develop a plan of action, share the work, and help motivate others to join your efforts. You might want to consider asking community organizations, local educators and literacy agencies to get involved, and designate a chair to lead the committee's efforts.



STEP 2:

CHOOSE YOUR PROJECT

Select a Reading Action Program project that helps meet a community need and reflects the interest of club members. You may need to complete a community needs assessment to determine where your assistance is most needed.

Perhaps you will decide to focus on reading and school readiness to help prepare young children to succeed in school. You may choose to provide access to information and technology in areas where Internet service is not available or affordable. Or, you may wish to provide tools and resources to help people with visual impairments to read and write.



“In the developing world, 42% of girls are not enrolled in school.”

“Girls Education” Room to Read

Find a project that will be well suited for your community.

When developing your project, make sure it is a hands-on, highly visible activity. Perhaps your club already has a literacy project that can be expanded to increase public awareness and engage other community members. Some examples include:

- Develop a pre-school reading program
- Organize a book and/or computer drive for your local library or school
- Supply backpacks and school supplies to children in need
- Organize vision and hearing screenings for children and their parents
- Tutor adults in reading, math or science
- Supply a Braille or Braille books to families in need

To ensure the success of your project, be sure to set specific goals that you would like to accomplish by the project’s conclusion. Some examples are:

- Hold a vision screening for 200 children at a local school; present each child with an age-appropriate book
- Organize a community “literacy event” with proceeds used for the purchase of computers for an adult tutoring program
- Partner with a Leo club or other youth group to collect donated school supplies to fill 300 school backpacks for underserved children.

STEP 3:

PUBLICIZE YOUR PROJECT

Inform the local community about your Reading Action Program project and give your club or district the recognition it deserves! Invite community members to join you.

Consider:

- Posting flyers
- Contacting local radio or public access television stations
- Sending press releases to community newspapers before and after your project
- Posting project information on your club or district's Website or other social networking sites such as Facebook
- Inviting local media to cover your event

STEP 4:

IMPLEMENT YOUR PROJECT

Engage your club members! Inviting family members, friends and co-workers to help can also generate new membership interest.

Throughout the duration of your project, make sure someone is ready to answer questions from volunteers, elected officials, special guests, local media and other members of the community. Because your project will focus on education and literacy, consider asking educators, school administrators or other local experts on your planning committee to serve as spokespersons for highlighting this project and its importance to the growth of the community.



STEP 5:

TELL US ABOUT YOUR PROJECT

Throughout the year, we will feature stories and photos on the LCI Blog related to the Lions Reading Action Program. Be sure to tell us about your project by completing the monthly Lions Club Service Activity Report. To report your project, visit www.lionsclubs.org and keyword search "activity report".

STEP 6:

CELEBRATE YOUR SUCCESS

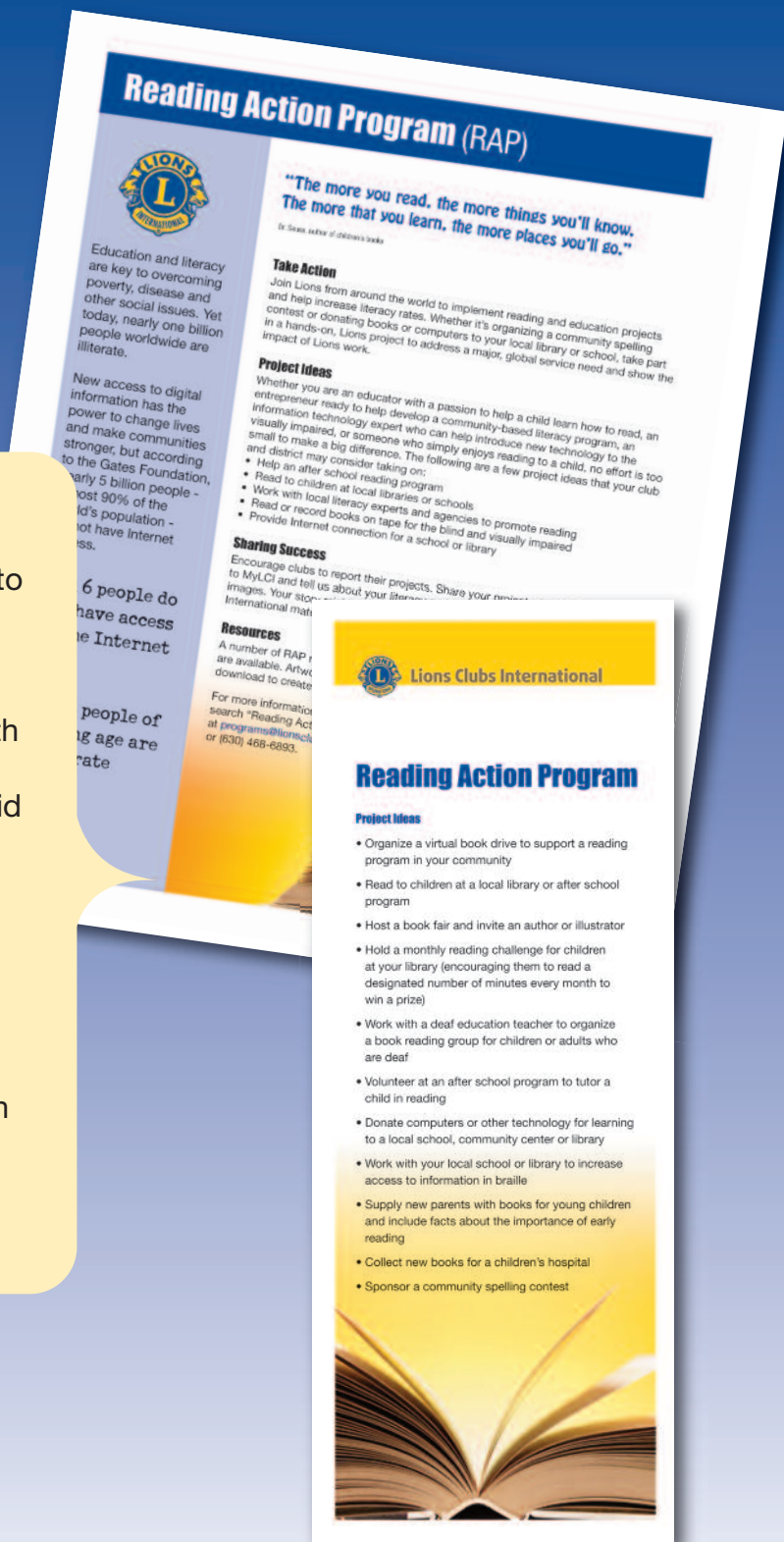
Remember to share your accomplishments with people who helped make your project a success. Distribute a news release to local media and send a newsletter to community members who supported your project. You may want to present a certificate of completion as well as a thank you note in recognition of those that participated. Hosting a volunteer and partner awards ceremony is also a nice way to recognize everyone's contributions. And, don't forget to share your success with your Lions family – post photos on the Lions Facebook Fan Pages.

Resources

A number of resources are available to assist you in completing a Reading Action Program project.

You may also consider partnering with organizations focused on education and literacy. In this way, you can avoid duplication of efforts and ensure a strong impact in your area.

For materials and Reading Action Program updates, go to www.lionsclubs.org and keyword search "Reading Action Program" or contact the Service Activities Division at programs@lionsclubs.org.



Reading Action Program – Service Project Action Plan

Step 1: Create a Planning Committee

Who, including local educators, school administrators, and members of local literacy agencies, libraries, youth organizations and adult-learning programs, will serve on your project planning committee?

Step 2: Pick Your Project

What project will help meet a literacy/educational need in your community and reflect the interest of club members?

Step 3: Publicize Your Project

How will you inform the community about your project?

Step 4: Implement Your Project

During your project, how will you involve club members, family, friends, and the community? Who will serve as a project spokesperson?

Step 5: Tell Us about Your Project

How will you report your club project? Will your club secretary use the online Service Activity Report?

Step 6: Celebrate Your Success

How will your club share and celebrate the success of your project?

Notes:



Lions Clubs International

Service Activities Division
Lions Clubs International
300 W 22ND ST
Oak Brook IL 60523-8842 USA
www.lionsclubs.org
E-mail: programs@lionsclubs.org
Phone: 630.571.5466

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